OCR
Oxford Cambridge and RSA

GCE

Media Studies

Unit **G323**: Key Media Concepts (Radio Drama)

Advanced Subsidiary GCE

Mark Scheme for June 2018

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

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Annotations

Number	Annotation	Name	Meaning
1	✔	Tick	Tick
2	✖	Cross	Cross
3	?	?	Unclear / lack of clarity or confusion
4	^	^	Omission mark
5	T	T	Terminology
6	EG	EG	Use of Examples
7	A	A	Explanation, Argument and Analysis
8	NAR	NAR	Lengthy narrative, description
9	〰	Not Relevant	Expandable vertical wavy line
10	R	R	Rubric
11	BP	Blank Page	Blank Page

Subject-specific Marking Instructions

The purpose of these Units is to firstly assess candidates' media textual analysis skills and their understanding of the concept of representation using a short audio extract (AO1 and AO2); secondly to assess candidates' knowledge of media institutions and their production processes, distribution strategies, use of technologies and related issues concerning audience reception and consumption of media texts (AO1 and AO2).

Question	Answer	Marks	Guidance
1	**Level 4** Explanation/analysis/argument (16-20 marks) • Shows excellent understanding of the task • Excellent understanding of the way that technical aspects are used to construct the extract's representations • Clearly relevant to set question • Use of examples (16-20 marks) • Offers frequent textual analysis from the extract – award marks to reflect the range and appropriateness of examples • Offers a full range of examples from each technical area • Offers examples which are clearly relevant to the set question Use of terminology (8-10 marks) • Use of terminology is relevant and accurate Complex issues have been expressed clearly and fluently. Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There may be few, if any, errors of spelling, punctuation and grammar.	50	Candidates will be assessed on their ability to understand how representations are constructed in a media text through the analysis of different technical areas. Assessment will take place across three criteria: • Explanation/analysis/argument (20 marks) AO1 Specific • Use of examples (20 marks) AO2 Specific • Use of terminology (10 marks) AO1 Specific Candidates' work should be judged on each of these criteria individually and marks awarded according to the level attained. It should be noted that it is possible for a candidate to achieve a different level for each assessment criterion.

Question	Answer	Marks	Guidance
	Level 3 Explanation/analysis/argument (12-15 marks) • Shows proficient understanding of the task • Proficient understanding of the way that technical aspects are used to construct the extract's representations • Mostly relevant to set question Use of examples (12-15 marks) • Offers consistent textual evidence from the extract • Offers a range of examples (at least three technical areas covered) • Offers examples which are mostly relevant to the set question Use of terminology (6-7 marks) • Use of terminology is mostly accurate Relatively straightforward ideas have been expressed with some clarity and fluency. Arguments are generally relevant, though may stray from the point of the question. There will be some errors of spelling, punctuation and grammar, but these are unlikely to be intrusive or obscure meaning.		

Question	Answer	Marks	Guidance
	Level 2 Explanation/analysis/argument (8-11 marks) • Shows basic understanding of the task • Basic understanding of the way that technical aspects are used to construct the extract's representations • Some relevance to set question Use of examples (8-11 marks) • Offers some textual evidence from the extract • Offers a partial range of examples (at least two technical areas covered) • Offers examples with some relevance to the set question Use of terminology (4-5 marks) • Some terminology used, although there may be some inaccuracies Some simple ideas have been expressed in an appropriate context. There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive.		

Question	Answer	Marks	Guidance
	Level 1 Explanation/analysis/argument (0-7 marks) • Shows minimal understanding of the task • Minimal understanding of the way that technical aspects are used to construct the extract's representations • Of minimal relevance to set question or a brief response (under one and a half sides of answer booklet) Use of examples (0-7 marks) • Offers minimal textual evidence from the extract • Offers a limited range of examples (only one technical area covered) • Offers examples of minimal relevance to the set question Use of terminology (0-3 marks) • Minimal or frequently inaccurate use of appropriate terminology Some simple ideas have been expressed. There will be some errors of spelling, punctuation and grammar, which will be noticeable and intrusive. Writing may also lack legibility.		

Question	Answer	Marks	Guidance
2	**Level 4** Explanation/analysis/argument (16-20 marks) • Shows excellent understanding of the task • Excellent knowledge and understanding of institutional/audience practices – factual knowledge is relevant and accurate • A clear and developed argument, substantiated by detailed reference to case study material • Clearly relevant to set question Use of examples (16-20 marks) • Offers frequent evidence from case study material – award marks to reflect the range and appropriateness of examples • Offers a full range of examples from case study and own experience • Offers examples which are clearly relevant to the set question Use of terminology (8-10 marks) • Use of terminology is relevant and accurate Complex issues have been expressed clearly and fluently. Sentences and paragraphs, consistently relevant, have been well structured, using appropriate technical terminology. There may be few, if any, errors of spelling, punctuation and grammar.	50	Candidates should be given credit for their knowledge and understanding, illustrated through case study material, in any of these areas; there is no requirement that they should all be covered equally. Examiners should also be prepared to allow points, examples and arguments that have not been considered if they are relevant and justified. • Explanation/analysis/argument (20 marks) AO1 Specific • Use of examples (20 marks) AO2 Specific • Use of terminology (10 marks) AO1 Specific

Question	Answer	Marks	Guidance
	Level 3 Explanation/analysis/argument (12-15 marks) - Shows proficient understanding of the task - Proficient knowledge and understanding of institutional/audience practices – factual knowledge is mostly accurate - Some developed argument, supported by reference to case study material - Mostly relevant to set question Use of examples (12-15 marks) - Offers consistent evidence from case study material - Offers a range of examples from case study and own experience - Offers examples which are mostly relevant to the set question Use of terminology (6-7 marks) - Use of terminology is mostly accurate Straightforward ideas have been expressed with some clarity and fluency. Arguments are generally relevant, though may stray from the point of the question. There will be some errors of spelling, punctuation and grammar, but these are unlikely to be intrusive or obscure meaning.		

Question	Answer	Marks	Guidance
	Level 2 Explanation/analysis/argument (8-11 marks) • Shows basic understanding of the task • Basic knowledge and understanding of institutional/audience practices – factual knowledge will have some accuracy • Basic argument evident, with some reference to case study material • Some relevance to set question Use of examples (8-11 marks) • Offers some evidence from case study material • Offers a partial range of examples from case study and own experience • Offers examples of some relevance to the set question Use of terminology (4-5 marks) • Some terminology used, although there may be some inaccuracies Some simple ideas have been expressed in an appropriate context. There are likely to be some errors of spelling, punctuation and grammar of which some may be noticeable and intrusive.		

Question			Answer	Marks	Guidance
			Level 1 Explanation/analysis/argument (0-7 marks) • Shows minimal understanding of the task • Minimal knowledge and understanding of institutional/audience practices – general opinions or assertions predominate • Minimal argument evident, with little reference to case study material • Of minimal relevance to set question or a brief response (under one and a half sides of answer booklet) Use of examples (0-7 marks) • Offers minimal use of case study material • Offers a limited range of or inappropriate examples • Offers examples of minimal relevance to set question Use of terminology (0-3 marks) • Minimal or frequently inaccurate use of appropriate terminology Some simple ideas have been expressed. There will be some errors of spelling, punctuation and grammar, which will be noticeable and intrusive. Writing may also lack legibility.		

OCR (Oxford Cambridge and RSA Examinations)
The Triangle Building
Shaftesbury Road
Cambridge
CB2 8EA

OCR Customer Contact Centre

Education and Learning
Telephone: 01223 553998
Facsimile: 01223 552627
Email: general.qualifications@ocr.org.uk

www.ocr.org.uk

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