

OCR

Oxford Cambridge and RSA

Practice Paper

A Level in Media Studies

H409/01 Media messages

MARK SCHEME

Duration: 2 hours

MAXIMUM MARK 70

This document consists of 17 pages

SUBJECT–SPECIFIC MARKING INSTRUCTIONS

For answers marked by levels of response:

- a. **To determine the level** – start at the highest level and work down until you reach the level that matches the answer
- b. **To determine the mark within the level**, consider the following:

Descriptor	Award mark
On the borderline of this level and the one below	At bottom of level
Just enough achievement on balance for this level	Above bottom and either below middle or at middle of level (depending on number of marks available)
Meets the criteria but with some slight inconsistency	Above middle and either below top of level or at middle of level (depending on number of marks available)
Consistently meets the criteria for this level	At top of level

Levels of Response targeting AO1 and AO2

Where a mark scheme targets marks at AO1 and AO2, there is no requirement for a response to be awarded in the same level for AO1 as for AO2, so for example a response could be awarded Level 3 for AO1 and Level 2 for AO2.

- 1 Analyse the different representations of ethnicity in Sources **A** and **B**. Apply **one** appropriate theory of representation in your answer.

Assessment Objectives	AO2: 1 – Apply knowledge and understanding of the theoretical framework of media to analyse media products, including in relation to their contexts and through the use of academic theories. AO2 Total: 10 marks.
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Question	Indicative Content
1	<p><i>The content below is not prescriptive and all valid points should be credited. It is not expected that responses will include all of the points listed.</i></p> <p>AO2:1 Responses might refer to:</p> <ul style="list-style-type: none"> • how the news story, headlines and images offer or mediate images of ethnicity in the source material (for example, the way ethnicity is represented through the processes of the selection and combination of images in the two sources) • the different ways in which ethnicity is represented by different newspapers and how this is constructed by the use of image and mode of address in the text (e.g. the use of empathy in <i>The Independent</i> front-page image compared to the threat inherent in the <i>Mail's</i> headline) • how <i>The Independent's</i> front page is more sympathetic to the plight of the migrants in contrast to the <i>Daily Mail</i>, which focusses on economic cost to the British taxpayer/ public • the different ideological perspectives of <i>The Independent</i> (liberal, centre-left) and the <i>Daily Mail</i> (right) • appropriate theory from Gilroy and post-colonial representations (both newspapers refer to ethnic groups as migrants, albeit from different standpoints, e.g. the <i>Daily Mail's</i> pro-British stance; <i>The Independent's</i> more sympathetic representations of ethnicity on the front page both in the image and the article) • appropriate theory from Hall, which will be relevant to the way newspapers try to fix meanings through use of copy and images, how the representations are constructed through presence, absence (e.g. of images of migrants in <i>The Mail</i>) or difference (e.g. between the images of the writers and migrants in <i>The Independent</i>), the power of newspapers in society and the power of audiences to contest meaning • appropriate theory from Gauntlett, which can be applied to explore how the contrasting positions of the newspaper front pages present diverse and sometimes contradictory media messages to audiences, thus offering a range of points of identification • how the headlines offer different preferred meanings through the ways they address the audience, (e.g., the <i>Daily Mail's</i> use of hyperbole with the headline “You Pay £36m For Calais Clearout” in contrast with <i>The Independent's</i> more low-key approach) • the implicit message of the images on both papers of powerful white figures (the writers on the front of <i>The Independent</i>, Kylie Minogue and the doctor on the front of <i>The Mail</i> as well as the implied/ assumed ethnicity of the readership) • how <i>The Independent</i> is focussed on journalism and the reporting of migrant news story whereas the <i>Mail</i> accompanies the lead story with a column dedicated to Kylie Minogue and banner inclusive on sleep disorder. Visually, the <i>Mail</i> does not represent a migrant.

Question	Level	Mark Scheme	Mark
1	3	<p>A comprehensive application of knowledge and understanding of representations of ethnicity to analyse Sources A and B.</p> <ul style="list-style-type: none"> • Comprehensive, detailed and accurate application of knowledge and understanding of representations of ethnicity to analyse Sources A and B. • Convincing, perceptive and accurate analysis of representations in Sources A and B, which consistently provides logical connections and a good line of reasoning. • Precise and relevant reference to appropriate media theory to support analysis of Sources A and B. • Reference to Sources A and B is detailed and accurate. 	7–10
	2	<p>An adequate application of knowledge and understanding of representations of ethnicity to analyse Sources A and B.</p> <ul style="list-style-type: none"> • An adequate and generally accurate application of knowledge and understanding of representations of ethnicity to analyse Sources A and B. • Adequate and generally successful analysis of representations in Sources A and B, which provides some logical connections and lines of reasoning, although, may be descriptive in parts. • Adequate and generally relevant reference to appropriate media theory to support analysis of Sources A and B. • Reference to Sources A and B is generally accurate. 	4–6
	1	<p>A minimal application of knowledge and understanding of representations of ethnicity to analyse Sources A and B.</p> <ul style="list-style-type: none"> • A minimal application of knowledge and understanding of representations of ethnicity to analyse Sources A and B. • Analysis of Sources A and B is minimal or brief, and is likely to be largely descriptive. • Reference to media theory is minimal or brief, may not be relevant to the Sources A and B or may be absent. • Reference to Sources A and B may be brief and/or lack accuracy. 	1–3
	0	No response or no response worthy of credit.	0

2* Sources A and B cover the same news event but are from two different newspapers. How far has the combination of elements of media language influenced meaning in the sources? In your answer you must:

- explain how the combination of elements of media language influences meaning in newspapers
- analyse how media language has been used to construct meaning in the sources
- make judgements and reach conclusions about how far the combination of elements of media language has influenced meaning in the sources.

Assessment Objectives	<p>AO1: 1a 1b – Demonstrate knowledge and understanding of the theoretical framework of media. AO1 Total: 5 marks.</p> <p>AO2: 1 – Apply knowledge and understanding of the theoretical framework of media to analyse media products, including in relation to their contexts and through the use of academic theories.</p> <p>AO2: 3 – Apply knowledge and understanding of the theoretical framework of media to make judgements and draw conclusions. AO2 Total: 10 marks.</p>
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Question	Indicative Content
2*	<p><i>The content below is not prescriptive and all valid points should be credited. It is not expected that responses will include all of the points listed.</i></p> <p>AO1:1 Responses will demonstrate knowledge and understanding of the theoretical framework of media such as:</p> <ul style="list-style-type: none"> • explaining how newspaper front pages construct ideologies and viewpoints linked to ideological perspective through the combination of images and copy • explaining how newspaper front pages address the audience and communicate the intended message in different ways • identifying that newspaper front pages construct different representations • explaining how conventions of page layout are used to construct meaning. <p>AO2:1 Responses will apply knowledge and understanding of the theoretical framework of media to analyse media products, including in relation to their contexts and through the use of academic theories such as:</p> <ul style="list-style-type: none"> • analysing the newspaper headlines, for example by contrasting the use of two different but linked headlines on the front page of <i>The Independent</i> newspaper with the use of one headline and two directly linked subheadings on the <i>Daily Mail</i> • analysing the styles/forms of the newspaper headlines with reference to the use or subversion of conventions (e.g. the <i>Daily Mail's</i> use of

a conventional “impact” font presented in upper case lettering and using direct address to provide emphasis or hyperbole in the paper: “YOU PAY £36M FOR CALAIS CLEAROUT” which makes up a sizable proportion of the front page and how this contrasts with *The Independent’s* use of more sympathetic language/ less bombastic presentation and more impersonal language in its newspaper headlines signifying a different set of news values)

- analysing a selection of images (e.g. in *The Independent* the use of a mid-shot of a distressed migrant is used as an emotive tool to ‘hook’ in the reader; by contrast the *Daily Mail* does not use an image to accompany the lead story of headlines)
- contrasting this to the lead story and headlines of the *Daily Mail* which are used conventionally on the page layout
- analysing the layout of the front pages (e.g. the front page of the *Daily Mail* is approximately 75% news story, headline and text without the use of image in contrast to *The Independent* which uses approximately 50% image alone on the front page and 90% image, headline and lead news stories)
- analysing and contrasting the connotations created by the content of the images
- discussing the use of the banner of featured journalist at the top of the page signifying the journalistic integrity of *The Independent* newspaper in contrast with the *Daily Mail’s* focus on celebrity and lifestyle stories.

AO2:3

Responses will apply knowledge and understanding of the theoretical framework of media to make judgements and draw conclusions such as:

- concluding that *The Independent* newspaper focusses on ethnicity and the *Daily Mail* on nationality
- concluding that the mode of address for *The Independent* is objective and demonstrates more sympathy to the plight of the migrants, compared to the *Daily Mail’s* ideological position on the economic cost to the British taxpayer
- concluding that the combination of specific elements of media language (e.g. selection of images, use of typography) can have a significant impact on meaning
- concluding that the use of media language can communicate different ideologies and viewpoints.

Question	Level	AO1	Mark	AO2	Mark
2*	3	<p>A comprehensive response to the set question.</p> <ul style="list-style-type: none"> Comprehensive, detailed and accurate knowledge and understanding of the media theoretical framework in relation to the question set. Use of subject specific terminology is relevant and accurate. 	4–5	<p>A comprehensive response to the set question.</p> <ul style="list-style-type: none"> Comprehensive, detailed and accurate application of knowledge and understanding of the media theoretical framework to analyse Sources A and B. Convincing, perceptive and accurate analysis of the use of media language in Sources A and B which consistently provides logical connections and a good line of reasoning. Highly developed and accomplished judgements and conclusions regarding how far candidates think that the combination of elements of media language has influenced meaning in the sources. <p><i>The response demonstrates a highly developed and detailed line of reasoning which is coherent and logically structured. The information presented is entirely relevant and substantiated.</i></p>	7–10
	2	<p>An adequate response to the set question.</p> <ul style="list-style-type: none"> Adequate and generally accurate knowledge and understanding of the media theoretical framework in relation to the question set. Use of subject specific terminology is mostly accurate. 	2–3	<p>An adequate response to the set question.</p> <ul style="list-style-type: none"> Adequate and generally successful application of knowledge and understanding of the media theoretical framework to analyse Sources A and B. Adequate and generally successful analysis of the use of media language in Sources A and B which provides some logical connections and lines of reasoning, although may be descriptive in parts. Adequate and generally well-reasoned judgements and conclusions regarding how far candidates think that the combination of elements of media language has influenced meaning in the sources. <p><i>The response demonstrates a line of reasoning with some structure. The information presented is in the most part relevant and supported by some evidence.</i></p>	4–6

Question	Level	AO1	Mark	AO2	Mark
	1	<p>A minimal response to the set question.</p> <ul style="list-style-type: none"> • Knowledge of the media theoretical framework is minimal, demonstrating little understanding. • Use of subject specific terminology is minimal. 	1	<p>A minimal response to the set question.</p> <ul style="list-style-type: none"> • Minimal application of knowledge and understanding of the media theoretical framework to analyse Sources A and B. • Analysis of the use of media language in Sources A and B, if present, is minimal and/or largely descriptive and may not be relevant. • Judgements and conclusions, if present, are minimal with limited support. <p><i>Information presented is basic and may be ambiguous or unstructured. The information is supported by limited evidence.</i></p>	1–3
	0	No response or no response worthy of credit.	0	No response or no response worthy of credit.	0

- 3 Explain the impact of technological advances and changing economic contexts on the cost for audiences of consuming news. Refer to *The Guardian* and the *Daily Mail* newspapers to support your answer.

Assessment Objectives	AO1: 2a 2b – Demonstrate knowledge and understanding of contexts of media and their influence on media products and processes. AO1 Total: 10 marks.
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Question	Indicative Content
3	<p><i>The content below is not prescriptive and all valid points should be credited. It is not expected that responses will include all of the points listed.</i></p> <p>AO1:2 Responses will demonstrate knowledge and understanding of contexts of media and their influence on media products and processes including:</p> <ul style="list-style-type: none"> • explaining the economics of traditional and online editions of <i>The Guardian</i> and the <i>Daily Mail</i> newspapers (for example, paid for primarily by advertising based on audience number/ demographic as well as direct sales) • showing the significance of these changes for traditional print editions and online editions and newspaper audiences (e.g. <i>The Guardian</i> focusing on its online content and seeking to develop a donation-based culture; the <i>Mail</i> moving slightly downmarket with clickbait stories hosted on <i>MailOnline</i>; both papers are still seeking to maintain their print editions although these are making a loss) • explanation of technological convergence and/ or the proliferation of technology and the effect this has had on institutional process and audiences with reference to economic context (for example, <i>The Guardian's</i> use of email to attract a regular audience; targeted advertising; the need for stories to be published online throughout the day as rolling news) • explaining the economic effect of the decline of traditional print editions, for example, with reference to circulation and yearly sales figures of traditional print versions and the rise of online subscription (neither <i>The Guardian</i> nor the <i>Mail</i> currently operate a paywall, compared to some of their competitors, although there is some debate as to whether this model is sustainable) • explaining the economic implications of how newspapers are in competition for readers and how advertising revenue from the 'new' media is vital • explaining the different platforms used by audiences to access news content from <i>The Guardian</i> and <i>Daily Mail</i> with reference to the growth in online readership and the impact on how audiences consume news (use of social media, websites means many consumers no longer pay for news content).

Question	Level	Mark Scheme	Mark
3	3	<p>A comprehensive demonstration of knowledge and understanding of how technological developments and changing economic contexts have changed the cost for audiences of consuming news.</p> <ul style="list-style-type: none"> • Comprehensive, detailed and accurate knowledge and understanding of how changes in technology and economic contexts have changed the cost for audiences of consuming news. • Answer is well supported by detailed and accurate reference to <i>The Guardian</i> and the <i>Daily Mail</i>. 	7–10
	2	<p>An adequate demonstration of knowledge and understanding of how technological developments and changing economic contexts have changed the cost for audiences of consuming news.</p> <ul style="list-style-type: none"> • Adequate and generally accurate knowledge and understanding of how changes in technology and economic contexts have changed the cost for audiences of consuming news. • Answer is supported by generally accurate reference to <i>The Guardian</i> and the <i>Daily Mail</i>. 	4–6
	1	<p>A minimal demonstration of knowledge and understanding of how technological developments and changing economic contexts have changed the cost for audiences of consuming news.</p> <ul style="list-style-type: none"> • Knowledge of how changes in technology and economic contexts have changed how newspaper audiences consume their news is minimal, demonstrating little understanding. • Reference to <i>The Guardian</i> and the <i>Daily Mail</i> to support the answer is minimal, inaccurate or may be absent. 	1–3
	0	No response or no response worthy of credit.	0

4 Evaluate the usefulness of **one** of the following theories in understanding the extent to which media ownership influences the content of news stories:

EITHER

- Curran and Seaton on power and media industries

OR

- Hesmondhalgh on cultural industries

Assessment Objectives	AO2: 2 – Apply knowledge and understanding of the theoretical framework of media to evaluate academic theories. AO2 Total 10 marks.
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Question	Indicative Content
4	<p><i>The content below is not prescriptive and all valid points should be credited. It is not expected that responses will include all of the points listed.</i></p> <p>AO2:2 Responses will apply knowledge and understanding of the theoretical framework of media to evaluate academic theories such as:</p> <ul style="list-style-type: none"> • identifying and discussing the value of theories of media industries including the theory of Curran and Seaton on power and media industries or Hesmondhalgh on cultural industries in the context of media ownership and the effect on the content of news stories – do the theories provide an ideological understanding? • discussing whether and/ or how these theories can be applied to media ownership and how news stories are written – are the theories helpful when focused on newspaper ownership? • evaluating the usefulness of these theories of media ownership in relation to newspapers, e.g. do they offer an insight into a discussion of how the construction of news stories might or might not be consistent in the print and online media? • exploring whether the theories might be of any value when considering how media ownership influences news agendas/ agenda setting • considering whether the theories can explain how media ownership might influence how news agendas affect news audiences • discussing the extent to which these theories might support the argument for tighter (or less tight) newspaper regulation to protect social groups/ journalistic freedoms • considering how helpful the theories are in considering how newspaper messages are likely to be contradicted by messages from politically and socially opposing newspapers (e.g. <i>The Guardian</i> and the <i>Mail</i>), especially in areas of social or political conflict • exploring whether the theories can help understand that media ownership, whilst important in its effect on the news, in a transforming online world is perhaps less important since audiences do have more choice in the level of engagement with news agenda (for example, user generated content and user generated filtering of news stories).

	<p>Curran and Seaton</p> <ul style="list-style-type: none"> Concerned with forms/ effects of ownership and control, working practices of journalist/ other creators, and issues of risk and profitability. Applies to the narrow range of political opinions expressed by British national newspapers, with a bias to pro-capitalism. Applies to the long history of ‘press barons’ owning newspapers in order to achieve status and wield political power. In prioritising the effects of ownership and control on the content of newspapers this theory may not aid in understanding how ideologies, audience choice or media language conventions may determine media content. <p>Hesmondhalgh</p> <ul style="list-style-type: none"> The idea of the cultural industries draws attention to newspapers as an industry – its forms and effects of ownership and control, the working practices of journalists and other creators, and issues of risk and profitability. Applies particularly to the response of newspapers to competition for readers and advertising revenue from the ‘new’ media. In prioritising the effects of ownership and control on the content of newspapers this theory may not aid in understanding how ideologies, audience choice or media language conventions may determine media content.
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Question	Level	Mark Scheme	Mark
4	3	<p>A comprehensive application of knowledge and understanding of the theoretical framework of media to evaluate academic theories.</p> <ul style="list-style-type: none"> Comprehensive, detailed and accurate application of knowledge and understanding of the theoretical framework to media theory (either Curran and Seaton or Hesmondhalgh). Convincing, perceptive and accurate evaluation of the usefulness of the chosen theory in understanding the extent to which media ownership influences the content of news stories. 	7–10
	2	<p>An adequate application of knowledge and understanding of the theoretical framework of media to evaluate academic theories.</p> <ul style="list-style-type: none"> An adequate and generally accurate application of knowledge and understanding of the theoretical framework to media theory (either Curran and Seaton or Hesmondhalgh). Adequate and generally successful evaluation of usefulness of the chosen theory in understanding the extent to which media ownership influences the content of news stories. 	4–6
	1	<p>A minimal application of knowledge and understanding of the theoretical framework of media to evaluate academic theories.</p> <ul style="list-style-type: none"> A minimal application of knowledge and understanding of the theoretical framework to media theory (either Curran and Seaton or Hesmondhalgh). Minimal evaluation of usefulness of the chosen theory in understanding the extent to which media ownership influences the content of news stories. 	1–3
	0	No response or no response worthy of credit.	0

5 Explain how viewpoints and ideologies are communicated by the media language used in adverts. Refer to Source C to support your answer.

Assessment Objectives	AO1: 1a 1b – Demonstrate knowledge and understanding of the theoretical framework of media. AO1 Total: 10 marks.
Question	Indicative Content
5	<p><i>The content below is not prescriptive and all valid points should be credited. It is not expected that responses will include all of the points listed.</i></p> <p>AO1:1</p> <p>Responses will demonstrate knowledge and understanding of the way media language is used in advertising to incorporate viewpoints and ideologies, for example:</p> <ul style="list-style-type: none"> • the use of media language in advertising to construct specific viewpoints in order to address a specific target audience • the different elements of media language used in print advertising including choices of camera shots and angles, uses of mise-en-scene, lighting, layout, typography, and written language • the meanings constructed through the use of media language elements • understanding that advertising often constructs aspirational viewpoints which may reinforce ideological values, for example in relation to masculinity, or equating wealth and/or physical attractiveness with success • the way in which the conventions of print advertising may influence the use of media language within an advert • recognising ideological messages communicated within advertising such as in relation to gender roles, capitalist values, and viewpoints in relation to different social groups • understanding that the viewpoints and ideologies incorporated in advertising are likely to be uncontroversial to avoid alienating the audience, and may attempt to reflect the viewpoints and ideologies of the intended audience. <p>Presentation of examples of use of media language in Source C, for example:</p> <ul style="list-style-type: none"> • identifying that Old Spice is a male grooming product and considering the masculine viewpoint constructed in the advert and potentially considering gender as an ideological issue • explaining the use of the image of a black male character as exotic/source of entertainment – the model’s expression connotes both humour and a degree of superiority, which may suggest a certain perspective and ideological viewpoint • explaining the use of image manipulation to create a symbolic paradise, using the character’s body as the island, and activities associated with being on a tropical island – the imagery links to the dominant ideology of how western culture perceives tropical lifestyles and suggests a viewpoint linking the product with luxury/wealth/success (albeit on a comic rather than serious level) • explaining the effect of the cartoonish nature of this image, and the events being depicted within it, and considering the viewpoints and ideologies suggested about tropical cultures • identifying examples of the use of media language in relation to the image and text in the advertisement; and how messages are composed through the media language elements of print advertising (the use of a slogan/”Z rule”/use of packshot, etc.) following a standard advertising viewpoint and unchallenging ideology • explaining the use of social groups in the advert, for example, with reference to gender, ethnicity and/or age/class and status and

	<p>how they are represented as exotic, cheeky, fun and confident (the range of images implies that the product is, ideologically, not limited and that a broad viewpoint is being presented)</p> <ul style="list-style-type: none"> • identifying the lifestyle being sold in the advert and the branding of the product • identifying how the positive images constructed about the social group and the selling of the product suggest an uncontroversial ideological stance from the producers, albeit a knowing and self-referential one based on the product's heritage • explaining the way media language is used to associate Old Spice with an aspirational lifestyle and the viewpoints/ideologies associated with this • explaining how audiences respond to and interpret the above aspects of media language, for example, consideration of the use of collage for comic effect; the use of oxymoron for comic effect ("this fact has not been fact-checked") creating a self-referential phrase designed to reward the more "media-savvy" members of the audience, perhaps an ideological comment on adverts as a media form.
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Question	Level	Mark Scheme	Mark
5	3	<p>A comprehensive demonstration of knowledge and understanding of how viewpoints and ideologies are communicated by the media language used in adverts.</p> <ul style="list-style-type: none"> • Comprehensive, detailed and accurate knowledge and understanding of how media language is used to construct meaning in adverts. • Clear and precise and balanced explanation of the way media language communicates viewpoints and ideologies. • Answer is supported by detailed and accurate reference to Source C. 	7–10
	2	<p>An adequate demonstration of knowledge and understanding of how viewpoints and ideologies are communicated by the media language used in adverts.</p> <ul style="list-style-type: none"> • Adequate and generally accurate knowledge of how media language is used to construct meaning in adverts. • Generally accurate explanation of the way media language communicates viewpoints and ideologies. • Answer is supported by generally accurate reference to Source C. 	4–6
	1	<p>A minimal demonstration of knowledge and understanding how viewpoints and ideologies are communicated by the media language used in adverts.</p> <ul style="list-style-type: none"> • Knowledge of how media language is used to construct meaning in adverts is minimal, demonstrating little understanding. • Explanation of how of the way media language communicates viewpoints and ideologies is minimal and may not always be accurate. • Reference to Source C to support the answer is minimal and may be inaccurate. 	1–3
	0	No response or no response worthy of credit.	0

- 6 Analyse how individuals and social groups are represented through processes of selection and combination of text and image in **Source D**.

In your answer you must:

- analyse how media representations are constructed in **Source D** through the selection and combination of text and image
- make judgements and draw conclusions on the effectiveness of the representation of gender and identity through the media form.

Assessment Objectives	<p>AO2: 1 – Apply knowledge and understanding of the theoretical framework of media to analyse media products, including in relation to their contexts and through the use of academic theories.</p> <p>AO2: 3 – Apply knowledge and understanding of the theoretical framework of media to make judgements and draw conclusions. AO2 Total: 15 marks.</p>
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Question	Indicative Content
6	<p><i>The content below is not prescriptive and all valid points should be credited. It is not expected that responses will include all of the points listed.</i></p> <p>AO2:1 Responses will analyse how media representations are constructed in the front page through the selection and combination of text and image, including:</p> <ul style="list-style-type: none"> • discussing that the front cover of <i>The Big Issue</i> being an ‘alternative’ front cover magazine, sold by homeless citizens – the imagery and composition are not typical of mainstream magazines, nor are the representations of the public figures involved identifying <i>The Big Issue</i> as an alternative non-mainstream and independent publication – anchored by the slogan “a hand up not a hand out” and the implicit commentary of this with the (generally wealthy, generally successful) figures featured on the cover • considering the way in which gender and identity are represented on the front cover, for example the four characters are empowered females, centred and dominate the front cover, and are represented as “the new female frontline”, a positive representation in sport, politics and music; the use of humour adds to the sense of celebration despite the broadly different figures being represented • exploring the use of image and text in the composition of the front cover as alternative, fun and an intertextual reference to the film <i>Ghostbusters</i>, a popular and historical film text (as well as linking to the then-contemporary all-female remake) • analysing the style of the front cover, e.g., the use of parody and caricature, although this is not mean-spirited (except perhaps for the representation of Donald Trump); although some might not see the positive aspects of the image and this might also be commented on. • appraising the use of intertextual references to celebrity women, the notion of womanhood and the Hollywood franchise <i>Ghostbusters</i> • discussing the juxtaposition to the male figure of Donald Trump as a ghost (“Slimer”), and the significance of the use of this character as the character who has to be “busted” (clearly being placed as an antagonist of the female characters, although above them, suggesting his importance despite the less positive connotations of the image)

- identifying the effect of social and cultural context on representations, particularly of gender and identity with specific reference to the positive representation of femaleness (the expectation that the readership will know who the four women are; their particular and different social and cultural importance and impact (particularly considering the date of the magazine)
- considering how media representations convey values, attitudes and beliefs about the world and how these may be systematically reinforced across a wide range of media representations (for example, the suggestion that (these) women will save “you” from the threat represented by the Slimer/ Trump)
- exploring how representations may invoke discourses and ideologies and position (for example, the juxtaposition of politicians with celebrities from the world of sport, entertainment and (at the time) business; the implications of this on a range of audiences)
- outlining audience responses to and interpretations of media representations

AO2:3

Responses will apply knowledge and understanding of the theoretical framework of media to make judgements and draw conclusions, including:

- concluding that the front cover of *The Big Issue* offers a positive representation of gender and identity through the use of humour and a celebration of successful women
- concluding that front cover of *The Big Issue* offers a negative representation of gender and identity through the use of parody and satire and that the choice of images is not necessarily flattering
- concluding that the cover is ambiguous in its representation of gender and identity, or that it is not effective since the meaning might not be fully clear
- drawing upon knowledge and understanding of the theoretical framework of media to make judgements and draw conclusions in relation to gender and identity.

Question	Level	Mark Scheme	Mark
6	3	<p>A comprehensive response to the set question.</p> <ul style="list-style-type: none"> • Comprehensive application of knowledge and understanding of the media theoretical framework to analyse Source D. • Convincing, perceptive and accurate analysis of how media representations are constructed which consistently provides logical connections and a good line of reasoning. • Highly developed and accomplished judgements and conclusions regarding the effectiveness of the representation of gender and identity through the media form. 	11–15
	2	<p>An adequate response to the set question.</p> <ul style="list-style-type: none"> • Adequate and generally accurate application of knowledge and understanding of the media theoretical framework to analyse Source D. • Adequate and generally successful analysis of how media representations are constructed which provides some logical connections and lines of reasoning, although may be descriptive in parts. • Adequate and generally well-reasoned judgements and conclusions regarding the effectiveness of the representation of gender and identity through the media form. 	6–10
	1	<p>A minimal response to the set question.</p> <ul style="list-style-type: none"> • Minimal application of knowledge and understanding of the media theoretical framework to analyse Source D. • Analysis of how media representations are constructed is minimal and/or largely descriptive and may not be relevant. • Judgements and conclusions regarding the effectiveness of media representations, if present, are minimal with limited support. 	1–5
	0	No response or no response worthy of credit.	0