

# GCSE MEDIA STUDIES

(8572)

**Paper 2**  
Media Two

Understand how the highest levels were achieved and how to interpret the mark scheme.

Version 1.0 May 2020

# EXAMPLE RESPONSES



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## Question 1.2

0 1 . 2 Explain how camerawork, sound and editing make meanings in the extract from *Class, Co-owner of a Lonely Heart*.

[8 marks]

### Mark scheme

Level	Marks	Descriptor
4	7-8	<ul style="list-style-type: none"> <li>• Excellent analysis of the product that is detailed and critically engages with the nuanced aspects of how meanings are made in the extract.</li> <li>• Consistently appropriate and effective use of the theoretical framework throughout.</li> <li>• Consistently appropriate and effective use of subject specific terminology throughout.</li> </ul>
3	5-6	<ul style="list-style-type: none"> <li>• Good analysis of the product that is clear and generally engages with the nuanced aspects of how meanings are made in the extract.</li> <li>• Generally appropriate use of the theoretical framework but there are occasional inaccuracies/omissions.</li> <li>• Mostly appropriate and effective use of subject specific terminology.</li> </ul>
2	3-4	<ul style="list-style-type: none"> <li>• Satisfactory analysis of the product that engages with obvious or straightforward aspects of how meanings are made in the extract.</li> <li>• Some use of the theoretical framework is present but it is often of limited effectiveness.</li> <li>• Occasionally appropriate use of subject specific terminology.</li> </ul>
1	1-2	<ul style="list-style-type: none"> <li>• Basic analysis of the product only focusing on the more straightforward aspects of how meanings are made in the extract, this is likely to be more descriptive than analytical.</li> <li>• Very little, if any, appropriate use of the theoretical framework.</li> <li>• Very little, if any, appropriate use of subject specific terminology.</li> </ul>
0	0	Nothing worthy of credit.

## Response A

At the start of the extract, the camera zooms into April's face, allowing her to be the focal point of the disequilibrium. Her expression of desperation to get to Ram is emphasized as her facial expressions are made clearer for the audience to see. Moreover, the use of the verbal code, "I can't leave it that way with Ram" aids the clarity of April's need to chase after her significant other.

Also in terms of the other realm, the cross acts between April and the shadow king show the events happening at the same time. This enables the audience to feel a lightening of suspense. In addition to this, the non-diegetic sounds, such as the heart beats aids the audience to achieve visceral pleasure that can be derived from the climactic points of the disequilibrium (when April fights the king for the heart).

The mise-en-scene of the character positioning also play a role in re-iterating the importance of the heart. For example, April and the king are placed in two different worlds however, the cross cuts bring them to a connecting point where the audience can see it occurs at the same time. The camera's high and low angle shots also differ as April and the king fight for possession of the heart.

There are at least two appropriate references to each of camerawork, sound and editing in this accomplished and well-organised response. All of the examples are drawn from the screened extract and each one is carefully analysed in relation to the making of meaning. The accuracy and detail of the analysis demonstrates an excellent awareness of relevant aspects of the theoretical framework. (AO2 1a) The award of a top mark is fully justified.

**Level 4, 8 marks**

## Question 1.3

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'Science fiction/science fantasy as a genre has changed very little since Doctor Who was first broadcast in 1963.'

How far does an analysis of the extract from *Class, Co-owner of a Lonely Heart* show this to be true?

Answer with reference to non-verbal codes, characters and storylines.

**[12 marks]**

### Mark scheme

Level	Marks	Descriptor
3	9-12	<ul style="list-style-type: none"> <li>• Excellent analysis of the product(s) that is detailed and critically engages with the nuanced aspects of genre.</li> <li>• Excellent, astute judgements and conclusions that are consistently well supported by relevant examples.</li> <li>• Consistent appropriate and effective use of subject specific terminology throughout.</li> </ul>
2	5-8	<ul style="list-style-type: none"> <li>• Satisfactory analysis of the product(s) that engages with obvious or straightforward aspects of genre.</li> <li>• Satisfactory judgements and conclusions that are sometimes supported by examples.</li> <li>• Some appropriate and effective use of subject specific terminology.</li> </ul>
1	1-4	<ul style="list-style-type: none"> <li>• Basic analysis of the product(s) that focuses on the more straightforward aspects of genre, this is likely to be more descriptive than analytical.</li> <li>• Basic judgements and conclusions that are generally unsupported by examples.</li> <li>• Little, if any, appropriate use of subject specific terminology.</li> </ul>
0	0	Nothing worthy of credit.

## Response B

It is my belief that many may claim that the science fiction genre as a whole, hasn't changed much since the pilot episode of Dr Who in 1963. They may claim that the typical use of characters who don't believe in what the protagonists are saying/dealing with and refuse to believe it as in the case of Susan's teachers in "An Unearthly Child" who, just like April's mother and father in the extract, are scared and confused about the whole situation (as one can tell from their facial expressions). This typical character archetypes of "those who do not believe" hasn't changed since the original episode Dr Who and so, it can be argued, that the genre hasn't changed much either.

On the other hand, many others may argue that the storylines as well as archetypes have changed after all, as it can be seen in the case of the storylines of class – which appears much more violent than Dr. Who "An Unearthly Child". In the extract, the protagonist, April, is seen wielding swords, and even going as far as to intend to harm her own father with them. She, although a girl, can be repeatably seen to be a strong female protagonist, who knows how to and can handle herself. She is seen as the 'hero' of the story, which is an archetype which would have been associated with males at the time of the first episode of Dr. Who "An unearthly child". There, Susan isn't showcased to be much of a fighter, and so many may argue that the genre of science fiction has changed over the years as our society developed.

Lastly, it is my belief that there has been a drastic change in the use of diegetic and non-diegetic sounds within the science-fiction genre. It appears obvious that in the case of Class, "Co-owner of a Lonely Heart" there is much more non-diegetic music in the background. It is there constantly, and yet, unlike in the case of the opening credits of Doctor Who, "An Unearthly Child" it isn't tacky and over-the-top. The music style has changes as it is no longer so traditionally "alien-sounding" and more often than not it isn't foreign at all, with classical music dominating the science fiction genre to create atmosphere and act as a non-verbal code for suspension and drama.

This answer deals comprehensively with characters, NVC and (to a slightly lesser extent) storylines in order to develop a thoughtful and nuanced response to the quotation in the question. The argument explores evidence which corroborates the 'changed very little' thesis as well as evidence that challenges this idea. (AO2 1b) The analysis is well-informed by subject specific terminology and concepts, offering detail and critical engagement. There is evidence here of a very good awareness of Media Language and Media Representations linked to the respective historical and cultural contexts of the two CSPs. (AO2 1a) Overall, this is a fluent and cogent example of extended writing which engages fully with all aspects of the question, therefore meriting a top mark.

**Level 3, 12 marks**

## Question 2

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'Gender representations change as society's values and beliefs change'

To what extent is this shown by a comparison between the first episode of *Doctor Who, An Unearthly Child* (1963) and *Class, Co-owner of a Lonely Heart* (2016) (Close Study Products)?

[20 marks]

### Mark scheme

Level	Marks	Descriptor
4	16-20	<ul style="list-style-type: none"> <li>Excellent knowledge and understanding of contexts of media and their influence on media products and processes, demonstrated by consistently effective discussion of how media contexts influence gender representations in the media products.</li> <li>Excellent, astute judgements and conclusions that are consistently well supported by relevant examples.</li> <li>Consistent appropriate and effective use of subject specific terminology throughout.</li> </ul>
3	11-15	<ul style="list-style-type: none"> <li>Good knowledge and understanding of contexts of media and their influence on media products and processes, demonstrated by frequent effective discussion of how media contexts influence gender representations in the media products.</li> <li>Good judgements and conclusions that are usually supported by relevant examples.</li> <li>Mostly appropriate and effective use of subject specific terminology.</li> </ul>
2	6-10	<ul style="list-style-type: none"> <li>Satisfactory knowledge and understanding contexts of media and their influence on media products and processes, demonstrated by some appropriate but not always convincing discussion of how media contexts influence gender representations in the media products.</li> <li>Satisfactory judgements and conclusions that are sometimes supported by relevant examples.</li> <li>Often appropriate use of subject specific terminology, but inconsistently effective.</li> </ul>

1	1-5	<ul style="list-style-type: none"> <li>• Basic knowledge and understanding of the contexts of media and their influence on media products and processes, demonstrated by very little, if any appropriate discussion of how media contexts influence gender representations in the media products.</li> <li>• Basic judgements and conclusions that are generally unsupported by examples.</li> <li>• Very little, if any, appropriate use of subject specific terminology and with limited effect.</li> </ul>
0	0	Nothing worthy of credit.

## Response C

It's easy to agree with this statement when taking into consideration the roles of women in both texts. Barbara Wright, the teacher at Coalhill school in Doctor Who, is represented as very submissive and reliant on Ian Chesterton, the science teacher at her school. She confides in him for advice on Susan's strange demeanor as well as following on after him when they're entering the junkyard; women during the 1960s would have been expected to be submissive in such a way, therefore the portrayal of women here is accurate and conventional. Miss Quill in class, on the other hand, appear to have much more independence and character than the female teacher in Doctor Who. This is familiar to a 21<sup>st</sup> century portrayal of women in media, as the reforming perspective generally held by the majority of people in a modern day society is with empowerment and pride. It's more likely that the show would be read oppositionally if the representation of previously marginalised groups was absent, therefore it's easy to recognise gender representation as having changed in terms of media portrayal as a consequence of evolved societal values.

On the other hand, it could be argued that Susan in Doctor Who challenged the patriarchal ideology prevalent throughout the mid-20<sup>th</sup> century. Her intellect and desire for education is evident throughout the text and she questions her authorities which was uncommon during such a male-dominated era. It would appear to the second-wave feminist sector of their audience and a text so revolutionary that continues to be unconventional today could arguably be the reason why such a positive and evolved representation of women has been maintained in today's media. This is evident in Class through April, who's represented as an independent young lady who refuses to conform to the restrictions of her gender. She stands up for what she deems right an admirable quality to impressionable teenage audience that class is aiming to grasp the attention of.

Overall considering the evaluation of how gender is represented in the media, it's easy to argue this representation is influenced by social values.

This answer sets out to support the assertion that 'it's easy to agree' with the view expressed in the quotation included in the question. Using the example of Barbara from *An Unearthly Child* and Miss Quill from *Co-owner*, the response demonstrates effectively that gender representations do indeed reflect the widely different sets of values and beliefs operating in 1963 and 2016. This argument is further strengthened in terms of AO2 1b by the acknowledgement that Susan Foreman's character in *An Unearthly Child* 'was uncommon' in challenging the then prevalent patriarchal ideology. As a piece of extended writing, this response is cogent and coherent with some excellent use of subject terminology and a good grasp of relevant areas of contexts of the media and the theoretical framework. The argument has nuanced and sophisticated elements which contribute towards a mark in the top half of Level 4.

**Level 4, 18 marks**

## Response D

Class “Co-owner of a Lonely Heart” makes a brilliant job at showcasing a strong and independent female protagonist in the character of April who, although smart and relatively feminine has the strength within herself to act as the ‘hero’ of the story (an archetype usually associated with men) and fight many (evil) male figures in her life – from her abusive father to the evil alien leader Corakinus. This protagonist shows that females are equally as strong as males and don’t always conform to the stereotypes of being girly.

This is quite the contrast in comparison to the character of Susan in Doctor Who, “An Unearthly Child” who is seen to act as almost a sidekick to the Dr, William Hartnell, as, in the end, she appears to follow his orders. Susan appears to be the stereotypical teenage girl who can’t think for herself and is quite bland in terms of character (as well as extremely passive), which could be the expectation many viewers would have of a teenage girl back in 1963. However, as the time went by, society learned its lesson – as can be showcased in the later episodes of Doctor Who.

Similarly, the motherly figures of the two shows reflect this change in society too. In ‘Class’, “Coowner of a Lonely Heart” April’s mum is described to be extremely protective and loving of her daughter whilst also appearing to be very fierce in hurting those who will hurt April – despite her disability. Here, the lonely mother displays clear aggression and steadfast attitude despite being a woman and despite being in a wheelchair – which demonstrates that she is not easy to be put off and shouldn’t be underestimated – which is quite different to the general stereotype of a mother being in need of her husband, as she easily rejects her ex-husbands advances.

On the contrary, the motherly figure of Doctor Who, “An Unearthly Child” could be argued to be Susan’s teacher, who is almost always accompanied by her male counterpart Ian. She even, when stalking Susan with Ian, makes a deliberate attempt at leaving and not stalking Susan – which shows she is easily frightened and discourages and, unlike April’s mum, backs down easily without a fight – always in need of Ian to push her into investigating and comfort her at the same time; clearly in need of a man to be there for her.

This response makes a very good job of contrasting gender representations in the two CSPs with some excellent, fully appropriate use of subject specific terminology. Both masculinity and femininity are considered, and a coherent, well-supported argument is developed (AO2 1b). Knowledge and understanding of the contexts of the media (AO1 2a, AO1 2b) are implicit throughout. A stronger and more explicit focus on ‘society’s beliefs and values’ would have lifted the mark to the top of the range. Nevertheless, as a well-constructed extended response, a mark in the lower half of Level 4 is clearly merited.

**Level 4, 17 marks**

## Question 4

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'The presentation of a newspaper's front page is designed to appeal to its target audience.'

How far is this true of *The Times* and the *Daily Mirror* (Close Study Products)?

Refer to layout, use of images, typography and use of language.

**[20 marks]**

### Mark scheme

Level	Marks	Descriptor
4	16-20	<ul style="list-style-type: none"> <li>Excellent analysis of the products that is detailed and critically engages with the nuanced aspects of the relationship between front page design and target audience.</li> <li>Excellent, astute judgements and conclusions that are consistently well supported by relevant examples.</li> <li>Consistent appropriate and effective use of subject specific terminology throughout.</li> </ul>
3	11-15	<ul style="list-style-type: none"> <li>Good analysis of the products that is clear and often engages with the nuanced aspects of the relationship between front page design and target audience.</li> <li>Good judgements and conclusions that are usually supported by relevant examples.</li> <li>Mostly appropriate and effective use of subject specific terminology.</li> </ul>
2	6-10	<ul style="list-style-type: none"> <li>Satisfactory analysis of the products that engages with the generally obvious or straightforward aspects of the relationship between front page design and target audience.</li> <li>Satisfactory judgements and conclusions that are sometimes supported by examples.</li> <li>Often appropriate use of subject specific terminology, but inconsistently effective.</li> </ul>
1	1-5	<ul style="list-style-type: none"> <li>Basic analysis of the products that only engages with the more straightforward aspects of the relationship between front page design and target audience; this is likely to be more descriptive than analytical.</li> <li>Basic judgements and conclusions that are generally unsupported by examples.</li> <li>Very little, if any, appropriate use of subject specific terminology throughout.</li> </ul>
0	0	Nothing worthy of credit.

## Response E

This statement could be argued as true as the Daily Mirror's front page consists of a larger ratio of images to pictures as an image of the horse race takes up nearly over half of the front page which appeals to its target audience of working class people at a C1, C2 on the economical scale from ages 18 and over as these are the people who are looking for an easy read with not too many words. Also, big bold typography is used on the strapline that said "Fraud Cops Grill Tory MP" which would definitely engage its target audience as the large lettering would catch their eye and draw their attention while the language used that looked down on conservatives would appeal to them as the people who read the Daily Mirror would be left wing supporters so anything that made the conservative party look bad would be entertaining to read for them and that also created relatability and personal identity. On top of that, the pug of the two free tickets being given away would attract them as their working class audience don't earn much and something free would be an amazing opportunity for them.

The Times also supports this statement as their front page of one of their editions had a smaller, central image of Angelina Jolie portrayed as very smart and clever with lots of writing around it in smaller text which would appeal to their target audience of middle class people around an A, B or C1 on the economic scale, at ages around 35 and over who will happily read lots of words which also connotes that they're well educated. One strapline that was used to go along with Angelina Jolie's image was 'Angelina Jolie, a visiting professor at the London School of Economics' and their target audience would read that story as it creates human interest for them due to the fact that it talks about a prestigious economics school which they would all be familiar with.

This is a highly focused response which engages fully with all aspects of the question. Close analyses of both *The Times* and the *Daily Mirror* front pages deal with images, typography and language use in both cases. The illustrations supplied are carefully incorporated into an argument which broadly affirms the sentiment expressed by the quotation in the question. These analytical passages make excellent use of subject terminology (AO2 1a) and there are clearly stated judgements and conclusions (AO2 1b). The answer shows a very good awareness of Media Language and Media Audiences, particularly in the examination of the relationship between target audience needs and the presentation of the two CSPs. This well-structured piece of extended writing is clearly deserving of full marks.

**Level 4, 20 marks**

## Response F

The Times and the Daily Mirror both present itself in different ways to obtain appeal to their target audience, being different in all sorts of ways.

The Times is a broadsheet newspaper, which means that the ratio of words is much larger to that of images in the paper. This connotes a more higher-educated target audience, as they would be more likely to be well-read. There are advertisements depicting travels to the “Gold Coast” and “classical art” – these could possibly indicate a more wealthy audience - linking to Young-Rubicam, succeeders and the resigned. The classical art also links to the ideology of the newspaper as mid-right, as they might be more inclined to traditional views. They show that they are not fully right by discussing the welcoming of “women” at the “muirfield golf course” as a positive thing, but yet have a slight disagreement not wanting “an artificial presence” which equally connects them to the right. The font is in serif to connote their formality and tradition.

On the other hand, the Daily Mirror is a red-top tabloid which is left-wing in ideology. There are lots of images compared to text, which connote a high-school educated, blue-collar working class educated audience who would like to read less. The newspaper presents articles with light-hearted headers such as “mog lights” and the “9-year old conductor” – puns such as the mog lights are likely to act as entertainment and subversion for aspirers and strugglers. Phrases such as “prey and display” also use rhyme in order to get the attention and sympathy of a lower-class audience – prey connoting the victimising within innocent individuals mirroring possible scenarios that the audience can relate to. The puff/pug with the “free £5 betting” on horse racing further connotes a preferred audience of lower working class British people as they would be more susceptible to bargains on goods.

There is plenty of good subject knowledge in this response, as demonstrated by accurate use of technical terms and a good range of analytical skills. The argument in relation to the quotation in the question is implicit rather than explicit, but there is nevertheless a good selection of relevant and appropriate supporting evidence. (AO2 1b) Images, typography and use of language are all dealt with, though not quite as systematically or comprehensively as in the preceding sample answer to Q4. Not all of the evidence is drawn from the newspaper front pages. The analysis shows a good awareness of the contrasting target audiences and the various presentational devices found on the front pages to meet the needs of these different audiences. (AO2 1a) In most respects this is a soundly ‘good’ response, though it does not quite meet the Level 4 criteria and is therefore placed in the top half of Level 3.

**Level 3, 15 marks**

## Question 5

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'Media products such as newspapers have always been strongly influenced by the ownership and control of the organisations that produce them.'

How far do you agree with this statement?

Answer with reference to *The Times* and the *Daily Mirror* (Close Study Products)

In this question you will be rewarded for drawing together knowledge and understanding from across your full course of study, including different areas of the theoretical framework and media contexts.

**[20 marks]**

### Mark scheme

Level	Marks	Descriptor
4	16-20	<ul style="list-style-type: none"> <li>• Excellent knowledge and understanding of the theoretical framework, demonstrated by consistently effective discussion of the influence of the ownership and control of the newspaper products.</li> <li>• Excellent, astute judgements and conclusions that are consistently well supported by relevant examples.</li> <li>• Consistent appropriate and effective use of subject specific terminology throughout.</li> </ul>
3	11-15	<ul style="list-style-type: none"> <li>• Good knowledge and understanding of the theoretical framework, demonstrated by frequent effective discussion of the ownership and control of the newspaper products.</li> <li>• Good judgements and conclusions that are usually supported by relevant examples.</li> <li>• Mostly appropriate and effective use of subject specific terminology.</li> </ul>
2	6-10	<ul style="list-style-type: none"> <li>• Satisfactory knowledge and understanding of the theoretical framework, demonstrated by generally appropriate but inconsistently effective discussion of the ownership and control of the newspaper products.</li> <li>• Satisfactory judgements and conclusions that are sometimes supported by relevant examples.</li> <li>• Occasional appropriate use of subject specific terminology.</li> </ul>

1	1-5	<ul style="list-style-type: none"> <li>• Basic knowledge and understanding of the theoretical framework, demonstrated by occasional appropriate discussion of ownership and control of the newspaper products.</li> <li>• Basic judgements and conclusions that are generally unsupported by examples.</li> <li>• Very little, if any, appropriate use of subject specific terminology throughout.</li> </ul>
0	0	Nothing worthy of credit.

## Response G

I agree with the statement. The Times has a Conservative ownership. This is reflected in the Muirfield golf club story. They write that the golf club 'allow women to play'. The verb allow shows they do not completely agree with the decision. This highlights their conservative views and bias as conservatives promotes traditional gender roles. This contrasts The Daily Mirror (which have Labour ownership) who write 'Finally allowed to play'. 'Finally' shows they support the decision which shows their left wing views as they believe in collectivism and equality. In both CSPs, the language used is biased due to the newspaper's political views. This represents how newspapers are influenced when covering a news story, due to their political views.

In The Times CSP there is a story about a murder. They write 'Transgender fell runner murderer' and place significance on the murderer being transgender. This is done to negatively portray the LGBT community, due to their right wing views. Their political views have influenced the way in which they have written the story. This is similar to the Daily Mirror CSP as they describe ticket wardens as 'pressing on elderly' in an attempt to demoralise them, due to the Daily Mirror having left wing views and believing in a collectivism and looking after the elderly. In both CSPs the language used in biased due to the newspaper's political views. This represents how newspapers are influenced when covering a news story, due to their political views.

This answer sets out its case in relation to the quotation at the outset and proceeds to support the initial judgement with a range of evidence. The evidence all derives from the two CSPs and is deployed succinctly and effectively. AO1 1a and AO1 1b are addressed by well-informed references to Media Language and Media Representations. In addition to these theoretical framework references, a good grasp of political context is demonstrated through discussion of the two newspapers' respective political stances. Synopticity may be evidenced, as here, by a range of references to the theoretical framework, media issues and contexts rather than, necessarily, by drawing on CSPs other than those referred to in the question. The student makes no specific identification of the companies which own the newspaper CSPs, but there is sufficient strength in the use of subject terminology, the development of well-supported arguments (AO2 1b) and excellent knowledge and understanding of the framework to justify full marks.

**Level 4, 20 marks**

## Response H

I strongly agree with the statement as in the Times they have a story on golf and how they have started to “allow” women to take part and the word “allow” reflects how the newspaper follows capitalist views and has old values as they still feel men are more superior to women. The article is very sexist and this is like traditionally how it used to be but they are influenced to keep and present these values.

In the Daily Mirror they have a murrifield article where they talk about how traffic wardens target the elderly but its not true as they don’t know which one belongs to an elderly person and this is the hyperdermic needle theory where a media product injects certain views or ideas into its audience.

In the Daily Mirror they also used to have a page where they had topless women as the organisation thought that’s what people, this target audience would want as it attracts the male gaze but it caused controversy and they stopped it and this shows that though their organisation had control they did not have complete control as they got rid of it because of the publics demands.

The Daily Mirror supports the labour political party and they show this through their red top and also the murrifield story where they fight for equal rights and this is another way their organisation controls the paper. Also their advertisements for offers and free things show they support working rights.

This answer starts with a clearly asserted response to the quotation in the question. The ensuing material is a well-focused attempt to justify this assertion with a range of evidence drawn from the two newspaper CSPs. Judgements and conclusions are reasonably supported by the evidence cited, though there are occasional minor errors. AO2 1b is on the Level 3/Level 4 borderline. The ‘control’ aspect of the question remains in the forefront throughout and there is some evidence of synopticity, for example in the reference to hypodermic syringe theories of media effects. The response shows a good grasp of the two newspapers’ political orientation but there is some tendency to generalise rather than to link evidence systematically to argument, making an overall ‘best fit’ of upper Level 3.

**Level 3, 14 marks**

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