

# 2024 Media

# **Analysis of Media Content**

# Higher

# **Question Paper Finalised Marking Instructions**

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#### General marking principles for Higher Media: Analysis of media content

Always apply these general principles. Use them in conjunction with the detailed marking instructions, which identify the key features required in candidates' responses.

- (a) Always use positive marking. This means candidates accumulate marks for the demonstration of relevant skills, knowledge and understanding; marks are not deducted for errors or omissions.
- (b) If a candidate response does not seem to be covered by either the principles or detailed marking instructions, and you are uncertain how to assess it, you must seek guidance from your team leader.
- (c) Candidates have the option to refer to one or more than one media text in their responses to the questions in section 1.
- (d) Key aspects are broad concepts. They can incorporate many models, theories or approaches to media analysis, and these may vary between particular media, forms and genres. Where candidates are given the choice of key aspects to use in their answer, accept the use of any appropriate model, theory or approach if it is relevant to the content and question, and corresponds to the following:

#### Content-based key aspect analysis

Categories – genre, purpose, tone, style

Language — medium/form-specific technical codes, cultural codes, anchorage

Narrative — medium/form specific structures, codes, conventions

Representation — selection and portrayal, stereotypes, non-stereotypes, cultural assumptions, ideological discourses.

#### Context-based key aspect analysis

Audience — target audience, preferred reading, differential decoding, consumption Institution — internal factors, external factors

Society — time, place (for example facts, ideas, history, events, politics, economics, technology or any other factors relevant to the society in which particular examples of media content were made and/or set).

- (e) Award marks only where points relate to the guestion asked.
- (f) For analysis questions candidates must identify relevant parts of a subject, the relationship between them and their relationship with the whole. They may need to draw out and relate implications. Candidates respond to a question stem and two parts, (a) and (b), which they must address in their response.

Candidates must identify content and/or context-based media analysis concepts as appropriate to parts (a) and (b), exemplify these by reference to media content, and relate these to the focus of the stem. Points made do not need to be in any particular order.

For each of parts (a) and (b), award up to a maximum of 10 marks as follows. Select the band descriptor which most closely describes the standard of the response. Once the best fit has been selected

- where the response just meets the standard described, award the lowest mark from the range
- where the response almost matches the band above, award the highest mark from the range
- where the response fully meets all the standards described in the top band descriptor, award the highest mark from the range.

#### Marking Instructions for each question

1(a) Give detailed information about society factors and analyse how they have influenced the media content.

## Candidates are expected to:

- demonstrate knowledge and understanding of different society factors, as appropriate to the referenced content
- give specific and valid exemplification of the referenced society factors in relation to at least one example of media content
- make points which analyse the relationship between the society factors and the content

10-9	8-7	6-5	4-3	2-1	0
Candidates decode	Candidates decode	Candidates decode	Candidates explain	Candidates identify	Candidates give no
at least two relevant	at least one relevant	information about			
society factors in	society factor in	society factor in	society factor.	society factor.	society relevant to
detail.	detail. They may	some detail. They			the question.
	deal with one factor	may deal with one	Candidates	Candidates give one	
Candidates make	in detail, or more	response in some	exemplify the	or more relevant	
developed	than one in some	detail, or more than	explanation with one	examples from	
comment(s) on the	detail.	one in lesser detail.	or more relevant	media content.	
relationship between			references to media		
society factors and	Candidates make	Candidates make a	content.		
the referenced	comment(s) on the	link between society			
content.	relationship between	factor(s) and the			
6 11 1	society factor(s) and	referenced content.			
Candidates	the referenced	C 1: 1 .			
exemplify and	content.	Candidates			
discuss each society	Canalidakaa	exemplify each			
factor with	Candidates	society factor with			
developed	exemplify and	relevant references			
references to media	discuss each society	to media content.			
content.	factor with				
	developed				
	references to media				
	content.				

(b) Analyse how categories and/or narrative and/or representations have been influenced by society factors.

#### Candidates are expected to:

- demonstrate knowledge and understanding of relevant concepts from categories and/or narrative and/or representations
- give specific and valid exemplification of the chosen key aspect(s) from at least one example of media content
- make points which analyse the ways in which society factors might have influenced the chosen key aspect(s).

Candidates can focus on one key aspect from categories, narrative or representation, or select from across these.

If candidates choose categories, relevant concepts include: genre, tone, purpose, and style. If candidates choose narrative, relevant concepts include: structures, codes and conventions.

If candidates choose representation, relevant concepts include: representations, selection and portrayal, and ideological discourses.

10-9	8-7	6-5	4-3	2-1	0
Candidates decode	Candidates decode	Candidates decode	Candidates explain	Candidates	Candidates
categories and/or	categories and/or narrative	categories and/or narrative	categories and/or	identify a	give no
narrative and/or	and/or representations in	and/or representations in	narrative and/or	relevant concept	information
representations in detail	detail using at least one	some detail using at least	representations in terms	from categories	relevant to
using at least two	relevant concept from	one relevant concept from	of a relevant concept	and/or narrative	the question.
relevant concepts from	within or across these key	within or across these key	from within or across	and/or	
within or across these	aspects. They may use one	aspects. They may use one	these key aspects.	representations.	
key aspects.	concept in detail, or more	concept in some detail, or			
	than one in some detail.	more than one in lesser	OR	Candidates give	
Candidates make		detail.		one or more	
developed comment(s)	Candidates make		Candidates make a link	relevant	
on the relationship	comment(s) on the	Candidates make a link to	between at least one	examples from	
between the selected	relationship between the	society factors.	key aspect and society	media content.	
key aspect(s) and	selected key aspect(s) and		factors.		
society factors.	society factors.	Candidates exemplify each			
		concept with relevant	Candidates exemplify		
Candidates exemplify	Candidates exemplify and	references to media	the explanation or link		
and discuss each	discuss each concept with	content.	with one or more		
concept with developed	developed references to		relevant references to		
references to media	media content.		media content.		
content.					

### 2(a) Analyse the use of language codes in the media content.

## Candidates are expected to:

- demonstrate knowledge and understanding of relevant language codes from technical codes, cultural codes, and anchorage.
- give specific and valid exemplification of the referenced language from at least one example of media content
- make points which analyse the use of language in the referenced media content.

10-9	8-7	6-5	4-3	2-1	0
Candidates decode language in detail using at least two relevant concepts.  Candidates make developed comment(s) on the relationship between the use of language and the referenced content.  Candidates exemplify and discuss each concept with developed references to media content.	Candidates decode language in detail using at least one relevant concept. They may use one concept in detail, or more than one in some detail.	Candidates decode language in some detail using at least one relevant concept. They may use one concept in some detail, or more than one in lesser detail.  Candidates make a link between the use of language and the referenced content.  Candidates exemplify each concept with relevant references to media content.	Candidates explain language using at least one relevant concept.  Candidates exemplify the explanation with one or more relevant references to media content.	Candidates identify a relevant use of language.  Candidates give one or more relevant examples from media content.	Candidates give no information relevant to the question.

2(b) Analyse institutional and/or audience factors in relation to the use of language codes.

### Candidates are expected to:

- demonstrate knowledge and understanding of appropriate institutional and/or audience factor(s)
- give specific and valid exemplification of the referenced institutional and/or audience factor(s) from at least one example of media content
- make points which analyse the relationship between the institutional and/or audience factor(s) and the use of language.

Candidates can focus on institutional factors or audience factors, or both.

If candidates choose institutions, relevant concepts include: internal controls and/or constraints and/or external controls and/or constraints as appropriate to the referenced content.

If candidates choose audience, relevant concepts include: target audience, preferred readings, differential decodings and/or consumption as appropriate to the media content

10-9	8-7	6-5	4-3	2-1	0
Candidates decode	Candidates decode institutional	Candidates decode	Candidates explain at	Candidates	Candidates
institutional and/or	and/or audience factor(s) in	institutional and/or	least one institutional	identify at least	give no
audience factor(s) in detail	detail using at least one	audience factor(s) in some	and/or audience factor.	one institutional	information
using at least two relevant	relevant concept. They may use	detail using one relevant		and/or	relevant to
concepts.	one concept in detail, or more	concept. They may use	OR	audience	the
	than one in some detail.	one concept in some		factor.	question.
Candidates make		detail, or more than one	Candidates make a link		
developed comment(s) on	Candidates make comment(s)	concept in lesser detail.	between the	Candidates give	
the relationship between	on the relationship between the		institutional and/or	one or more	
the institutional and/or	institutional and/or audience	Candidates make a link	audience factor(s) and	relevant	
audience factor(s) and the	factor(s) and the use of	between the institutional	the use of language in	examples from	
use of language.	language.	and/or audience factor(s)	the referenced content.	media content.	
		and the use of language in			
Candidates exemplify and	Candidates exemplify and	the referenced content.	Candidates exemplify		
discuss each institutional	discuss each institutional	6 111	the explanation or link		
and/or audience factor	and/or audience factor with	Candidates exemplify	with one or more		
with developed references	developed references to media	each institutional and/or	relevant references to		
to media content.	content.	audience factor with	media content.		
		relevant references to			
		media content.			

3. Analyse in detail how relevant key aspects of media literacy have been used in similar and/or different ways in your chosen pair of media texts. You must make reference to both texts.

#### Candidates are expected to:

- demonstrate knowledge and understanding of appropriate key aspects of media literacy
- give specific and valid exemplification to support analysis of the referenced key aspects from the chosen pair of texts
- make points which analyse the similarities and/or differences between the texts.

10-9	8-7	6-5	4-3	2-1	0
Candidates make at	Candidates make at	Candidates make at	Candidates give an	Candidates identify	Candidates give no
least five developed	least three developed	least two developed	explanation of how	how key aspects have	information about how
points of analysis.	points of analysis or	points of analysis or	key aspects have been	been used in the	key aspects have been
	they may make more	they may make more	used in the media	media text(s).	used in the media
Candidates make	points of analysis in	points of analysis in	text(s).		texts.
developed comment	some detail.	lesser detail.		Candidates make some	
on the similarities			Candidates exemplify	relevant references to	
and/or differences	Candidates comment	Candidates make some	the explanation with	the text(s).	
between the texts.	on the similarities	links between the	some relevant		
	and/or differences	texts.	references to the		
Candidates analyse at	between the texts.		text(s).		
least two key aspects.		If candidates analyse			
	Candidates analyse at	only one key aspect,	If candidates make no		
	least two key aspects.	award <b>a maximum of</b>	link between the		
		6 marks.	texts, or if they only		
			analyse one text,		
			award <b>a maximum of</b>		
			4 marks.		

[END OF MARKING INSTRUCTIONS]