

Commentary on candidate evidence

The candidate evidence has achieved the following marks for each question of this paper.

Candidate 1

Question 1

The candidate was awarded **2 marks**.

The comment 'public desire for movies...exists at all' is an acceptable own words explanation of 'demand for a prequel was precisely zero'. It was awarded **1 mark**.

The comment 'tasteless in nature' is a limited explanation of 'do not prove there is an appetite'. It was awarded 0 marks.

The comment 'financially successful' is an acceptable own words comment on 'made \$150 million'. It was awarded **1 mark**.

Question 2

The candidate was awarded **2 marks**.

The first bullet point 'attempt to reiterate or elaborate on classic stories' is an acceptable comment on 'time needed updating'. It was awarded **1 mark**.

The second bullet point is based on the inappropriate selection of 'Neither' and was awarded 0 marks.

The third bullet point is an attempt to comment on 'Nobody'. However, the comment is limited and was awarded 0 marks.

The fourth bullet point 'creatively bankrupt and instead uses classic stories as a crutch' is an acceptable comment on 'Entirely run out of ideas?' It was awarded **1 mark**.

Question 3

The candidate was awarded **4 marks**.

The first bullet point 'connotations of being stupid ...terrifying yet enthralling' is a detailed/insightful comment on 'buffoon'. It was awarded **2 marks**.

The second bullet point 'unnecessary exposition' is an acceptable comment on 'over-explanation'. It was awarded **1 mark**.

The third bullet point 'excessive reinventing' is an acceptable comment on 'ready for a revamp'. It was awarded **1 mark**.

Further marks could have been awarded for acceptable comments on 'costumes' and 'filled with cash'. However, the candidate has already been awarded full marks for this question.

Question 4

The candidate was awarded **2 marks**.

The first bullet point deals with the high regard fans feel for the original films but does not deal with 'objections to prequels and spin-offs'. It was awarded 0 marks.

The second bullet point 'attempt to capitalise on this sense of nostalgia ...what made the original movies special' is an acceptable own words explanation of the harm done by prequels to 'fond memories.' It was awarded **1 mark**.

The third comment 'come up with their own back stories ...far inferior story' is an acceptable own words explanation of 'where your individual creativity ...once lay'. It was awarded **1 mark**.

The comment 'not to improve the story ...improve the company's profits' is a limited explanation of 'manufactured explanation'. It was awarded 0 marks.

Question 5

The candidate was awarded **3 marks**.

The first comment 'Classic and familiar stories are easier to produce and publish' is an acceptable own words explanation of 'it takes effort to launch original work successfully'. It was awarded **1 mark**.

The second comment 'more likely to financially and critically succeed than an entirely new story' is an acceptable own words explanation of 'little more surefire than ...taken billions.' It was awarded **1 mark**.

The third comment 'unwilling to gamble on new ideas due to their movies declining in profit' is an acceptable own words explanation of 'can no longer afford to take risks'. It was awarded **1 mark**.

A further mark could have been awarded for 'drown out their competitors', is an acceptable own words explanation of 'block out rivals'. However, the candidate had already been awarded full marks for this question.

Question 6

The candidate was awarded **3 marks**.

The first bullet point 'long monotonous displays ...floats pass by' is a detailed/insightful comment on 'plodding parade of films.' It was awarded **2 marks**.

The second bullet point 'constantly pushed out ...stops or ends' is a detailed/insightful comment on 'movie production line'. It would have been awarded 2 marks: however, only 3 marks could be awarded for comments on imagery, so this point was awarded **1 mark**.

A further mark could have been awarded for 'more like a simple sandwich ...forgets about', is an acceptable comment on 'commodities like hamburgers.' However, the candidate had already been awarded 3 marks, the maximum for comments on imagery.

Note that, for full marks in this question, at least 1 mark must be awarded for sentence structure as well as for imagery. This candidate does not comment on sentence structure so the maximum they can be awarded is 3 marks.

Question 7

The candidate was awarded **3 marks**.

The first bullet point 'more financially stable ...new intellectual properties' is an acceptable own words explanation of 'when studios had cash'. It was awarded **1 mark**.

The second bullet point 'over-saturated with movies ...products' is an acceptable own words explanation of 'toss out a film'. It was awarded **1 mark**.

The third bullet point 'Actors now see their options ...roles they can play' is an acceptable own words explanation of 'not as many choices'. It was awarded **1 mark**.

Question 8

The candidate was awarded **1 mark**.

The first bullet point identifies short sentences but does not provide any analysis of this technique. It was awarded 0 marks.

The second bullet point 'last name being separated ...superhero movie' is an acceptable own words comment on the single word sentence 'Batman.' It was awarded **1 mark**.

Question 9

The candidate was awarded **3 marks**.

The first bullet point accurately identifies the agreement about 'corporate cash grabs ...to capitalise on a beloved story or character', is an acceptable reference to 'financially motivated'. It was awarded **1 mark**.

The second bullet point accurately identifies the agreement about 'vandalise pre-established characters, making them unrecognizable from their original counterparts', is an acceptable reference to 'prequels damage characters from the original films'. It was awarded **1 mark**.

The third bullet point accurately identifies the agreement about 'can ruin the impact and charm that the original films had', is an acceptable reference to 'prequels negatively affect our personal relationship with original film'. It was awarded **1 mark**.

The candidate did not provide any supporting evidence for these points and so was awarded 0 further marks.

Overall, the candidate was awarded **23 out of 30 marks** for this paper.

Candidate 2

Question 1

The candidate was awarded **2 marks**.

The comment 'Nobody wanted a second movie' is an acceptable own words explanation of 'demand for a prequel was precisely zero'. It was awarded **1 mark**.

The comment 'People will watch whatever comes out' is an acceptable own words explanation of 'Put a packet of bland biscuits ...probably eat them.' It was awarded **1 mark**.

A further mark could have been awarded for the comment 'sales does not represent want' which is an acceptable own words explanation of 'do not prove that there is an appetite.' However, the candidate had already been awarded full marks for this question.

Question 2

The candidate was awarded **1 mark**.

The first point is an attempt to comment on 'out of ideas'. The comment is limited and was awarded 0 marks.

The second point is an attempt to comment on 'Nobody'. The comment is limited and was awarded 0 marks.

The third point is an attempt to comment on 'time needed updating'. The comment is limited and was awarded 0 marks.

The fourth point 'showed us two rather irrelevant characters' is an acceptable comment on 'just blokes'. It was awarded **1 mark**.

Question 3

The candidate was awarded **2 marks**.

The first point 'care more about making money than preserving iconic characters' is an acceptable comment on "filled with cash". It was awarded **1 mark**.

The second point is based on the inappropriate selection of 'used to be' and was awarded 0 marks.

The third point 'would prefer to bore audiences ...cliffhanger' is an acceptable comment on 'over explanation'. It was awarded **1 mark**.

The fourth point is an attempt to comment on 'just another relic'. The comment is limited and was awarded 0 marks.

Question 4

The candidate was awarded **1 mark**.

The first bullet point 'kills off people's ability to wonder' is an acceptable own words explanation of 'death of imagination'. It was awarded **1 mark**.

The second bullet point 'tell you what to believe' is a limited explanation of 'manufactured explanation'. It was awarded 0 marks.

The third bullet point is an attempt to comment on the harm done by prequels to 'fond memories'. The comment is limited and was awarded 0 marks.

Question 5

The candidate was awarded **2 marks**.

The first bullet point 'new movies aren't guaranteed to be successful' is an acceptable own words explanation of 'always a chance it will not catch on'. It was awarded **1 mark**.

The second bullet point is an attempt to explain 'new shows based on something old and popular'. It is inaccurate, referring to 'old movies' alone and was awarded 0 marks.

The third bullet point 'guaranteed money makers' is an acceptable own words explanation of 'little more surefire'. It was awarded **1 mark**.

The fourth bullet point is an attempt to comment on 'block out rivals.' The comment is limited and was awarded 0 marks.

Question 6

The candidate was awarded **1 mark**.

The first and second points are comments on word choice. As this question required the candidate to comment on imagery and sentence structure, these comments were awarded 0 marks.

The third point 'Just as hamburgers are endlessly produced so too movies are being made without popular demand' is an acceptable comment on 'like hamburgers'. It was awarded **1 mark**.

The fourth point is a comment on the meaning of 'until the next movie'. This is inappropriate and was awarded 0 marks.

Question 7

The candidate was awarded **1 mark**.

The first bullet point is an attempt to explain 'not as many choices'. The comment is limited and was awarded 0 marks.

The second bullet point is an attempt to explain 'small, and getting smaller'. The comment is limited and was awarded 0 marks.

The third bullet point is an attempt to explain 'all its marketing in the title'. The comment is limited and was awarded 0 marks.

The fourth bullet point 'only have a chance of doing well if it relates to already successful movies' is an acceptable own words explanation of 'familiar material'. It was awarded **1 mark**.

Question 8

The candidate was awarded **1 mark**.

The point 'exclamation mark to add emphasis ...no real imagination' is an acceptable comment on the paragraph's exclamatory opening sentence. It was awarded **1 mark**.

Question 9

The candidate was awarded **4 marks**.

The first bullet point accurately identifies the agreement about 'unwanted movies being made', is an acceptable reference to 'little demand/antipathy from public'. It was awarded **1 mark**.

The second bullet point accurately identifies the agreement about 'childhood memories being damaged', is an acceptable reference to 'prequels negatively affect our personal relationship with original film'. It was awarded **1 mark**.

The third bullet point accurately identifies the agreement about 'prequels are money making schemes', is an acceptable reference to 'financially motivated'. It was awarded **1 mark**.

The candidate provided appropriate evidence for these points in the form of quotations and was awarded **1 mark** for this evidence.

Overall, the candidate was awarded **15 out of 30 marks** for this paper.

Candidate 3

Question 1

The candidate was awarded **2 marks**.

The comment 'prequels are plain ...watch it anyway' is an acceptable own words explanation of 'production line goods ...bland biscuits'. It was awarded **1 mark**.

The comment 'No one cared or thought about 'Cruella' background' is an acceptable own words explanation of 'people lived happily ...before the film'. It was awarded **1 mark**.

Question 2

The candidate was awarded **2 marks**.

The first point is based on the inappropriate selection of a list and was awarded 0 marks.

The second point 'nothing to do with ...just putting any character in' is an acceptable comment on 'just blokes'. It was awarded **1 mark**.

The third point 'no imagination anymore' is an acceptable comment on 'entirely'. It was awarded **1 mark**.

The fourth point is an attempt to comment on 'judgemental'. The comment is limited and was awarded 0 marks.

Question 3

The candidate was awarded **2 marks**.

The first point 'looks pathetic now ...looks weak' is an acceptable comment on 'wobbly (buffoon)'. It was awarded **1 mark**.

The second point 'doesn't even seem like he's human anymore, he's starting to become more like a thing' is an acceptable comment on 'more machine than man'. It was awarded **1 mark**.

The third point is based on the inappropriate selection of 'leap' and was awarded 0 marks.

The fourth point is an attempt to comment on 'mystique will be lost'. The comment is limited and was awarded 0 marks.

Question 4

The candidate was awarded **3 marks**.

The first point 'films which once offered support and escape ...has been ripped away' is an acceptable own words comment on the harm done by prequels to viewers' experience of films which 'offered necessary escapism and comfort'. It was awarded **1 mark**.

The second point 'to have their own storys about what happened next ...leave nothing up to the mind' is an acceptable own words comment on 'death of imagination'. It was awarded **1 mark**.

The third point 'tell them the next chapter ...leaving the unique thoughts behind' is an acceptable own words explanation of 'manufactured explanation'. It was awarded **1 mark**.

Question 5

The candidate was awarded **3 marks**.

The first point 'like a safety blanket ...people will watch it' is an acceptable own words explanation of 'little more surefire'. It was awarded **1 mark**.

The second point 'it is difficult for people to come up with new ideas' is an acceptable own words explanation of 'it takes effort to launch original work'. It was awarded **1 mark**.

The third point 'using ideas they already know ...from going bankrupt' is an acceptable own words explanation of 'one day one will go bust ...something old and popular'. It was awarded **1 mark**.

Question 6

The candidate was awarded **2 marks**.

The first point 'just following the crowd and they aren't new' is an acceptable comment on 'plodding parade.' It was awarded **1 mark**.

The second point is an attempt to comment on 'production line'. The comment is limited and was awarded 0 marks.

The third point 'emphasises the various reasons ...all the same storyline' is an acceptable comment on the list 'communicating or finding inspiration or sharing our imagination'. It was awarded **1 mark**.

Question 7

The candidate was awarded **3 marks**.

The first point 'there was a wide range of opportunity for actors to play different roles' is an acceptable own words explanation of 'not as many choices available now'. It was awarded **1 mark**.

The second point 'they had more money to explore different ideas' is an acceptable own words explanation of 'when studios had cash'. It was awarded **1 mark**.

The third point 'producers don't take risks ...too much of a chance to take' is an acceptable own words explanation of 'if based on familiar material'. It was awarded **1 mark**.

Question 8

The candidate was awarded 0 marks.

The first point is an attempt to comment on 'What a total lack of daring and ideas!' The comment is limited and was awarded 0 marks.

The second point is an attempt to comment on the single word sentence 'Batman'. The comment is limited and was awarded 0 marks.

Question 9

The candidate was awarded **4 marks**.

The first point accurately identifies the agreement that 'prequels, sequels and spin-offs are bad and shouldn't happen', is an acceptable reference to 'lack of quality/creativity'. It was awarded **1 mark**.

The second point accurately identifies the agreement about 'the public didn't even care or want sequels', is an acceptable reference to 'little demand/antipathy from public'. It was awarded **1 mark**.

The third point accurately identifies the agreement about 'sequels were unsuccessful and made the characters look pathetic', is an acceptable reference to 'prequels damage characters from the original films.' It was awarded **1 mark**.

A further correct identification referring to 'financially motivated' could have been awarded 1 mark, but the candidate had already been awarded the maximum 3 marks for key areas of agreement.

A repetition of a correct identification referring to 'prequels damage characters from the original films' could have been awarded 1 mark, but this point had already been made. The candidate had already been awarded the maximum 3 marks for key areas of agreement.

The candidate provided appropriate evidence for these points in the form of quotations and was awarded **1 mark** for this evidence.

Overall, the candidate was awarded **21 out of 30 marks** for this paper.