

Commentary on candidate evidence

Candidate 1

The evidence for this candidate has achieved a total of **12** marks for this course assessment component. The marks were assigned as follows:

Discussion

The candidate was awarded **6 marks**.

There is one point of discussion in this response regarding the influence of the press on attitudes and behaviour. Throughout the response the candidate develops a clear line of argument which is supported with points of information about how the press creates negative attitudes towards immigrants, towards David Cameron, and towards the NHS. There is a conclusion given that summarises the candidate's argument.

References to media content

The candidate was awarded **6 marks**.

Several specific references to media content are given that exemplify and develop the points made. There is a range of specific and detailed references to a number of different headlines from different tabloid newspapers. These references are used to support the argument that the press negatively influences attitudes to immigrants, David Cameron, and the NHS.

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Candidate 2

The evidence for this candidate has achieved a total of **11** marks for this course assessment component. The marks were assigned as follows:

Discussion

The candidate was awarded **5 marks**.

There is one point of discussion in this response, which develops a clear line of opinion about the various ways that the TV show *Keeping Up with the Kardashians* meets the audience needs for escapism, education and entertainment. The discussion references some ideas about how, in meeting these audience needs, the show can also have positive and negative influences on the audience, but the response never really develops the arguments about influences. There is a conclusion at the end of the response.

References to media content

The candidate was awarded **6 marks**.

There are several specific and detailed references to the TV show to exemplify points made. Examples include the fairy-tale-like nature of the show which glamourises the lifestyles of the family; the serious issues explored in the episode about fertility; and the interview Caitlyn Jenner did as Bruce. There aren't any comments on the references which relate the examples to the discussion, more mini-concluding statements at the end of each example which reiterate the point being made. These are credited as part of the discussion.

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Candidate 3

The evidence for this candidate has achieved a total of **13** marks for this course assessment component. The marks were assigned as follows:

Discussion

The candidate was awarded **6 marks**.

There is a point of discussion running through this response dealing with the way in which teen shows entertain whilst also influencing attitudes and behaviour. This is discussed with reference to *Buffy the Vampire Slayer* which meets the need to entertain audiences whilst influencing attitudes by challenging stereotypes of female representations.

The response then moves on to consider *13 Reasons Why* which entertains the audience while raising awareness of mental health. There are concluding statements at the end of the discussion of each text. The final paragraph which refers to the BBC documentary *KKK: the Fight for White Supremacy* doesn't add anything to the discussion.

References to media content

The candidate was awarded **7 marks**.

There are specific references to the 'Hush' episode of *Buffy the Vampire Slayer* though these references lack detail, and there is comment on how the references could be seen to normalise violence and have a negative influence on teenage attitudes to violence.

There are specific and detailed reference to the suicide scene in *13 Reasons Why* with comment on how this could potentially have a negative influence on teen behaviour.

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Candidate 4

The evidence for this candidate has achieved a total of **16** marks for this course assessment component. The marks were assigned as follows:

Discussion

The candidate was awarded **8 marks**.

Two points of discussion are made which relate to the perspectives in the question. The Lynx Fallen Angels ad is discussed in terms of both intentional and unintentional influences on attitudes – the intended influence being to persuade young men to buy the product, with the unintended influence being to offend women and cause them to boycott it. A point of information is also made about how the advert meets audience needs for self-esteem and entertainment (humour).

The candidate also discusses how the Dove Onslaught ad influences parents to talk to their children about the beauty industry, and how it also meets women's needs for self-esteem. A less detailed point of information is made about how the Lynx Brotherhood ad meets its audience's needs for self-esteem.

There is a conclusion which provides a clear opinion about how all of the ads are mainly intended to influence consumers to buy the products rather than to meet their audience's needs.

References to media content

The candidate was awarded **8 marks**.

There are several specific and detailed references to the Lynx and Dove ads. The references develop and exemplify the points made and there are comments on several of them, including: on how the Fallen Angels ad would offend women and how it would meet its audience's need for self-esteem; on how the Dove Onslaught ad would influence women to talk to their children about the beauty industry; and on how it would meet women's need for self-esteem. As none of the comments are insightful, 8 marks are awarded for the references to media content.