

Candidate A Commentary

Discussion

The candidate was awarded **10 marks**.

Several detailed points are made which relate to the perspectives in the question. There is a sophisticated line of argument which makes several relevant points of discussion, debating the tensions between whether the beauty ads perform a public service, or whether they are simply made for profit. There is a clear line of argument running through the response and there is a very strong conclusion at the end, with detailed supporting reasons.

References to Media Content

The candidate was awarded **10 marks**.

There are several specific and detailed references to the Always and Dove ads. The references are used to back up points being made, and there is a range of insightful comments which relate the examples logically to the discussion.

Throughout this essay there is a very strong grasp of the issues being debated, and evidence is used skilfully to develop each argument

The evidence for this candidate has achieved a total of 20 marks for this course assessment component.

Candidate B Commentary

Discussion

The candidate was awarded **8 marks**.

There are two relevant points of discussion debating the relationship between promoting the companies' values and the purpose of making a profit. Detailed points of information are made in relation to the two ads being discussed. These points relate the ads to profit and the importance of brand loyalty. There is a line of argument which relates these points to the discussion of the roles of media referenced in the task. There is an effective conclusion which presents an opinion in terms of the question, with supporting evidence relating to the importance of profit.

References to Media Content

The candidate was awarded **7 marks**.

There are several specific references to ads being discussed, including the multicultural representations in the Coca-cola ad, and the use of montage in the Airbnb ad. The references are used to exemplify and develop the points being made, and there are some

comments which relate the examples logically to the discussion, however comment is not made on all of the examples which means the lower mark in the band has been awarded. The evidence for this candidate has achieved a total of 15 marks for this course assessment component.

Candidate C Commentary

Discussion

The candidate was awarded **8 marks**.

There are two relevant points of discussion, debating the relationship between the purposes of entertaining (in order to generate profit) and informing (to perform a public service). Detailed points of information are made in relation to the purposes of the film, linking them to the choice of characters, and to the film's critique of the benefit system. There is a line of argument which relates these points to the discussion of the roles of media referenced in the task. There is an effective conclusion which presents an opinion in terms of the question, with supporting evidence relating to the candidate's conclusion that the ultimate purpose of the film is public service.

References to Media Content

The candidate was awarded **7 marks**.

There are several specific references to the film, including the characterisation of Daniel and China, and the film's portrayal of the benefits system. The references are used to exemplify and develop the points being made, and there are comments which relate the examples logically to the discussion. As not all of the references to the film are equally detailed, the lower mark in the band has been awarded.

The evidence for this candidate has achieved a total of 15 marks for this course assessment component.

Candidate D Commentary

Discussion

The candidate was awarded **5 marks**.

There are several points of information about how the article may be seen to promote various people like Theresa May or Sarah Vine, and various ideas such as right-wing politics and Scottish inferiority. There are some weaker points of information on how it might be performing a public service. Most of these are simply points of information, however a line of argument can be seen running through the response which discusses how well the article

fulfils these roles of media. There are concluding statements at the end of each section rather than an overall conclusion at the end.

References to Media Content

The candidate was awarded **7 marks**.

There are several specific and detailed references to the article, with the candidate selecting specific quotes and exploring the wording of these quotes in relation to the argument. There are many comments on the references provided and each relates logically to the line of thought being presented.

The evidence for this candidate has achieved a total of 12 marks for this course assessment component.