

Commentary on Candidate 1 evidence

The evidence for this candidate has achieved the following marks for each part of this course assessment component.

Q1a: give detailed information about internal and/or external institutional factors which have influenced the media content.

The candidate was awarded **8 marks**.

Institutional factors are discussed in detail. These include reference to certification as well as budget and the fact that the cast was made up of big name actors. Some of these factors are further developed and comment was made in terms of how these factors affected the text itself. There are developed references to the text throughout the response. The discussion of certification and the relationship to audience expectations of violence for the genre is exemplified and shows some insight into the relationship between an institutional factor and the content. This level of comment was not continued throughout the response and, as a result, this is not judged to be an insightful response overall.

Q1b: analyse how narrative structures, codes and/or conventions have been influenced by these institutional factors.

The candidate was awarded **9 marks**.

The response discusses narrative structure in depth and detail, using Todorov to structure the response and exemplifying the discussion of each stage with developed references to the text. Throughout the response there is a discussion of the relationship between narrative and certification, and the importance of the age-rating to the content of the film. There are several insightful comments on this relationship discussing the expectation of violence in this genre; the actual certificate awarded with specific examples from the narrative; and the impact a lower rating would have had on the content of the film.

Q1c: analyse how categories and/or representations and/or language codes have also been influenced by these institutional factors.

The candidate was awarded **7 marks**.

There is detailed decoding of genre, tone and language. There is comment on the way in which the certificate impacted on a wide range of factors including tone and representation, but this is not as developed as previous parts of the answer.

Commentary on candidate 2 evidence

The evidence for this candidate has achieved the following marks for each part of this Course Assessment component.

Q1a: give detailed information about internal and/or external institutional factors which have influenced the media content.

The candidate was awarded **8 marks**.

There is detailed discussion of institutional factors and comment on how they have affected the film. These factors include the role of the star in relation to profit, health and safety regulations during filming, age certification, and budget. These are discussed in detail, with developed references to the film, and there is a good understanding of how these institutional factors affect the content. The response demonstrates a broad understanding of how these institutional factors relate to each other.

Q1b: analyse how narrative structures, codes and/or conventions have been influenced by these institutional factors.

The candidate was awarded **6 marks**.

The narrative is decoded in some detail. There is clear understanding of narrative concepts, including the stages of Todorov's narrative structure, and the use of Propp's character types. These are discussed in some detail and exemplified with relevant references to the film. There are a number of links to institutional factors such as certificate and the need for profit.

Q1c: analyse how categories and/or representations and/or language codes have also been influenced by these institutional factors.

The candidate was awarded **10 marks**.

There are a range of detailed and insightful comments on language and representations. Each point is developed well, and there is insightful comment on the relationship between the points and the institutional factors being discussed. Examples include the discussion of the different camera angles being used to ensure the health and safety of the actors, and the remaking of the ending to keep the certification low and thus widen the audience and ensure a higher profit. This is a very confident response, showing a broad understanding of a range of key aspects of content, and a strong ability to integrate these with institutional factors to demonstrate their impact.

Commentary on candidate 3 evidence

The evidence for this candidate has achieved the following marks for each part of this Course Assessment component.

Q1a: give detailed information about internal and/or external institutional factors which have influenced the media content.

The candidate was awarded **9 marks**.

Institutional factors are discussed in detail with references to budget, technology, cast and director. There are also clear connections made between these factors. The section on IMAX technology is particularly insightful, but the discussion of other institutional factors does not have the level of insight required for this response to achieve full marks. The discussion of some institutional factors such as the release strategy and the death of Heath Ledger cannot be credited as these do not directly affect the media content, although the candidate does attempt to link these back to the media content by explaining how they created hype for the specific elements of content being discussed (actors' performances and IMAX technology).

Q1b: analyse how narrative structures, codes and/or conventions have been influenced by these institutional factors.

The candidate was awarded **5 marks**.

Narrative is decoded in some detail, looking at Propp's character types and Barthes' enigma and semantic codes. There is also a brief description of the opposition between good and evil. The discussion of narrative goes into some detail at times, with examples such as how the semantic code creates a sense of foreboding alongside the enigma code of how the Joker got his scars, but some areas of the discussion fail to go beyond simple explanation. A link to institutions is present, with regard to the budget and the director, but this is a fairly simplistic link and is not developed in any detail.

Q1c: analyse how categories and/or representations and/or language codes have also been influenced by these institutional factors.

The candidate was awarded **7 marks**.

Representations and genre conventions are decoded in detail, and there are some comments on the relationship between these and institutional factors such as age rating and budget (relating to the ability to cast well-known/talented actors, and the use of technology). Examples include the section on how action genre conventions such as car chases and fight scenes have been used in the film, and how these have been impacted by the use of IMAX technology and the need to keep the certification low.

Commentary on candidate 4 evidence

The evidence for this candidate has achieved the following marks for each part of this Course Assessment component.

Q1a: give detailed information about internal and/or external institutional factors which have influenced the media content.

The candidate was awarded **6 marks**.

Institutional factors including budget, the use of locations and casting are discussed in some detail. There are links made between these institutional factors and the content, with relevant references to the series such as filming on-location in specific houses in Albuquerque, and the casting of an actor with cerebral palsy to play Walt Jr. However, there are no developed references to a specific episode or scene from the series to exemplify these points.

Q1b: analyse how narrative structures, codes and/or conventions have been influenced by these institutional factors.

The candidate was awarded **5 marks**.

There is a link made between the institutional factor of a network with ad breaks and the narratives used by both the series and individual episodes to maintain audience interest. The narratives used are decoded in some detail showing an understanding of how these work in a general way. There are relevant examples given of ad-break enigmas, and episode and series narratives, but these are not developed and are listed rather than analysed.

Q1c: analyse how categories and/or representations and/or language codes have also been influenced by these institutional factors.

The candidate was awarded **4 marks**.

There is an explanation of representations and language with relevant references to specific examples of the media content such as costume and the use of camera. The reference to the institutional factor of budget in the opening statement is not linked to the rest of the response so cannot be credited.

Commentary on candidate 5 evidence

The evidence for this candidate has achieved the following marks for each part of this Course Assessment component.

Q1a: give detailed information about internal and/or external institutional factors which have influenced the media content.

The candidate was awarded **7 marks**.

Institutional factors, specifically budget and how this affected the text itself, are discussed in detail. There is comment on film stock (black and white) as well as production decisions such as shot selection and how this relates to budget. There is a developed discussion of the relationship between film stock, mise-en-scene, certification and censorship, and this is exemplified with developed references to the film.

Q1b: analyse how narrative structures, codes and/or conventions have been influenced by these institutional factors.

The candidate was awarded **4 marks**.

There is an explanation of narrative techniques including Todorov and the use of motifs and action codes, but these are not decoded in detail. The brief reference to Hitchcock's purchase of a painting is not explained in enough detail to be a link to institutions.

Q1c: analyse how categories and/or representations and/or language codes have also been influenced by these institutional factors.

The candidate was awarded **4 marks**.

There is discussion of a range of language techniques including shot selection, the use of sound, representations, tone, mise-en-scene, and also of genre, but these comments are not developed in relation to institutional factors. Institutional factors are mentioned but not specifically in relation to the text itself, hence there is no clear link.

Commentary on candidate 6 evidence

The evidence for this candidate has achieved the following marks for each part of this Course Assessment component.

Q1a: give detailed information about internal and/or external institutional factors which have influenced the media content.

The candidate was awarded **6 marks**.

There is a discussion of a number of institutional factors such as production companies, casting, and certification, with some general links to the film. There is a discussion of factors such as the importance of star appeal and its relationship to profit, and the impact that the age rating has on the film. There are no developed references to media content to enable this response to access additional marks.

Q1b: analyse how narrative structures, codes and/or conventions have been influenced by these institutional factors.

The candidate was awarded **4 marks**.

There is an explanation of the narrative structures and codes used in the film. There is exemplification of specific enigma codes, and of both the Classic Hollywood Narrative and Todorov, but the discussion does not go beyond explanation. The brief reference to profit in the opening statement is not a sufficient link at this level, and the remaining discussion references audience responses rather than institutions.

Q1c: analyse how categories and/or representations and/or language codes have also been influenced by these institutional factors.

The candidate was awarded **5 marks**.

The connotations of fog in the opening scene are decoded in some detail, with a link to the institutional factor of big production companies being involved and this allowing the director the budget to make this effect possible. The connotations of the setting are also decoded in some detail. The attempt to make a link between genre and casting is unconvincing. There are some further comments on the connotations of the weather in the additional pages at the end of the script but there is not sufficient detail for the response to gain more than 5 marks.