

Commentary on candidate 1 evidence

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

Q2a: give detailed information or ideas about the role(s) of media referenced above, and discuss this by giving some opinions, arguments or conclusions about it.

The candidate was awarded **10 marks**.

There are two points of discussion that are relevant to the question, with a clear line of argument concerning the role of the media. The response debates the intentional and unintentional influences of a range of beauty adverts, arguing that despite the advertisers' claims that the intention is to encourage people to buy the products, the stereotypical representation of 'perfect' women in these beauty adverts is having an unintended influence over the audience by lowering women's self-esteem. This line of thought is logical and well-developed, and the candidate sticks to their line of argument throughout. A clear conclusion is drawn at the end of the response.

Q2b: give specific examples from media content which illustrate your information, your ideas or your discussion.

The candidate was awarded **9 marks**.

There are several examples given to develop points made, and these examples come from a range of different adverts: Gucci, L'Oreal, Lynx and Dove. Of these examples, only the discussion of the L'Oreal Elvive advert is insightful: the candidate describes specific aspects of the content and makes insightful comments on the use of the male voice-over for the scientific section and how this can make women feel less intelligent. This is an insightful comment and relates logically to the candidate's line of argument. The other examples are very detailed but lack the level of insight required for this response to gain full marks.

Commentary on candidate 2 evidence

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

Q2a: give detailed information or ideas about the role(s) of media referenced above, and discuss this by giving some opinions, arguments or conclusions about it.

The candidate was awarded **7 marks**.

There are two points of discussion relevant to the question with a clear line of argument. The response discusses, first of all, the intended and unintended influence of Lynx adverts, detailing how despite claiming to simply promote a product and create a joke for the audience, the representation of women will unintentionally damage women's self-esteem. The section on these adverts ends with a clear conclusion about the dangers of this influence. The second point of discussion focusses on how companies like Dove and Always create adverts which intend to influence audience members positively, raising their self-esteem whilst promoting brand image and individual products at the same time. Again, there is a brief but clear conclusion at the end of this section.

Q2b: give specific examples from media content which illustrate your information, your ideas or your discussion.

The candidate was awarded **8 marks**.

There are specific references to media content to develop points made. These come from two different adverts from Lynx, and an Always ad, and include clear details about representations and language codes. The response describes these examples in detail and relates them clearly to the discussion being given.

Commentary on candidate 3 evidence

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

Q2a: give detailed information or ideas about the role(s) of media referenced above, and discuss this by giving some opinions, arguments or conclusions about it.

The candidate was awarded **5 marks**.

There are several points of information relating to influencing behaviour and attitudes with reference to intentionally influencing the audience. There is some reference to the unintentional influence but these points are not developed in detail and are descriptive rather than analytical and are not linked fully to the text. There is a conclusion drawn, with a simple supporting reason, at the end of the response.

Q2b: give specific examples from media content which illustrate your information, your ideas or your discussion.

The candidate was awarded **6 marks**.

There are some detailed references to the media content including the use of music to influence attitudes, as well as a description of a range of interviews. These references develop and exemplify points made.

Commentary on candidate 4 evidence

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

Q2a: give detailed information or ideas about the role(s) of media referenced above, and discuss this by giving some opinions, arguments or conclusions about it.

The candidate was awarded **8 marks**.

There are several points of information given relating to the two perspectives in the question. Each of these points is given in some detail. The response is structured around the exemplification, with each advert cited being discussed in terms of the intended versus the unintended influence it has on attitudes. There are at least two relevant points of discussion debating the intentional versus unintentional influence of each of the adverts. The Benetton adverts are discussed in terms of the intentional anti-racist messages versus the unintentional racism in their choices; the Barbie advert is discussed in terms of the alienation of a male audience as a result of its feminist message; and the Jaguar advert is discussed in relation to unintentionally promoting reckless driving. These points are discussed with exemplification but the discussion lacks the depth required for more than 8 marks. There is a clear conclusion drawn at the end of the response, with a supporting reason which relates back to the first advert discussed.

Q2b: give specific examples from media content which illustrate your information, your ideas or your discussion.

The candidate was awarded **8 marks**.

There are several specific references to a range of adverts including several Benetton ads, Barbie and Jaguar. These references exemplify points being made and the comments relate the examples to the discussion. There is discussion of several examples of close textual exemplification from the Benetton adverts, such as the use of colour and casting and how these are used to influence attitudes towards racism. The references relating to the Barbie and Jaguar ads are more general, but they are still specific and the comments relate them logically to the discussion. The essay takes a slightly repetitive approach, giving an example of an intentional and an unintentional influence from each advert, then moving on to the next text. This is a valid approach which allows for a range of exemplification in relation to the points being made. Unfortunately, perhaps due to the wide range of exemplification, there is not sufficient depth or insight in the comments to gain more than 8 marks, but this is a strong response to the task.

Commentary on candidate 5 evidence

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

Q2a: give detailed information or ideas about the role(s) of media referenced above, and discuss this by giving some opinions, arguments or conclusions about it.

The candidate was awarded **4 marks**.

The response contains a range of ideas relating to the role of the media with reference to intentionally influencing attitudes and ideas. There is no reference to the unintentional influence of the range of texts discussed in this section of the response, and it therefore does not answer the question. There is evidence of some opinion though this is not developed.

Q2b: give specific examples from media content which illustrate your information, your ideas or your discussion.

The candidate was awarded **5 marks**.

The response exemplifies a number of textual elements in relation to the points made in part (a). The references are made in some, but not great, detail.