

# Commentary on candidate evidence

## Candidate 1

The evidence for this candidate has achieved a total of **9 marks**. The marks were assigned as follows:

**Texts: Dove and Lynx**

### Discussion

The candidate was awarded **5 marks**.

There is one point of discussion in this response, which relates to Dove and the tension between promoting their products/gaining profits and appearing to provide a public service. The candidate develops a line of argument and provides a conclusion in relation to the argument about how Dove's attempts at public service are 'a ruse for their true intention of publicity'. The paragraph on Lynx doesn't offer a separate point of discussion. As there is only one point of discussion, and it is not particularly developed, the lower mark in the band is awarded.

### References to Media Content

The candidate was awarded **4 marks**.

There are some references to media content which support the discussion point. The paragraph about the bottle shapes cannot be credited as the candidate is not referring to examples from media content. The references are not specific or detailed enough to reach the 6-5 band so the response was awarded the upper mark in the 4-3 band.

## Candidate 2

The evidence for this candidate has achieved a total of **9 marks**. The marks were assigned as follows:

**Texts: range of Superbowl ads**

### Discussion

The candidate was awarded **4 marks**.

There are several points of information in this response, looking at a range of ads and how they promote products and gain profits. The paragraph on UberEats is strongest, as it offers a point of argument that the brand promotes itself and therefore profits by creating nostalgia in the target audience. The other ads in the response are not explored in the same level of detail, and only provide basic points of information. The candidate makes a concluding statement; however, as

there are no points of discussion in this response, it cannot achieve the band above. There are several points of information and one point of argument, so the higher mark in the 3-4 band is awarded.

### **References to Media Content**

The candidate was awarded **5 marks**.

There are some specific references to the different ads throughout the response, and most of these exemplify the points made. The specific references are in the paragraph about the T-Mobile advert, regarding the use of celebrities and how they attempted to make a profit by including them; and in the paragraph about the UberEats advert regarding the use of the UberEats bag, celebrity cameos and the slogan. References to the other adverts are not specific enough and/or do not properly develop or exemplify relevant points. Therefore, the lower mark in the 5-6 band is awarded.

## **Candidate 3**

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

### **Texts: range of music videos**

#### **Discussion**

The candidate was awarded **6 marks**.

There is one point of discussion that runs throughout the response. The candidate develops a line of argument that the music videos exemplified are primarily made to promote the artist, although some of the videos may have an element of public service to them. This discussion can be seen in the paragraphs on 'Formation' and 'Pretty Hurts', with the paragraphs on '...Baby One More Time' and 'We Found Love' providing points of information but not a further point of discussion. The candidate reaches a conclusion where they argue that all four videos are fulfilling the purpose of promotion above all else. As there is only one point of discussion this response sits firmly in the 6-5 band and was awarded the higher mark available.

### **References to Media Content**

The candidate was awarded **7 marks**.

There are several specific and detailed references made to the music videos discussed. The references support the points of information made about the way the videos promote the artists: the black boy standing in front of the police in the 'Formation' video, the skimpy school costumes and the questionable lyrics in '...Baby One More Time' and the footage of Beyoncé smashing her pageant trophies in the 'Pretty Hurts' video. There is a comment made on the impact of the visuals in the Beyoncé 'Formation' video relating them to the purpose of promoting the Black Lives Matter movement. There is also a brief comment at the end of the 'Pretty Hurts' paragraph about how it warns people about the beauty

industry. The specific and detailed references combined with these two brief comments place the response in the lower part of the 7-8 band.

## **Candidate 4**

The evidence for this candidate has achieved a total of **18 marks**. The marks were assigned as follows:

### **Text: Bowling for Columbine**

#### **Discussion**

The candidate was awarded **8 marks**.

Two points of discussion are made which relate to the perspectives in the question. The first is a line of argument about how the film promotes Moore's politics. The candidate discusses how Moore uses different parts of the film to build a clear picture of his opposition to gun laws in the United States. The second is a line of argument about how the film promotes Moore himself. The candidate discusses how Moore manipulates his presentation to come across as trustworthy and approachable to the audience. Although these two points of discussion do not present a debate, they do form two clear lines of argument. There is a conclusion that provides a clear judgement that the film was primarily made for promotion, with supporting reasons. As there are two points of discussion, with detailed points of information and a conclusion with supporting reasons, this response sits comfortably in the 8-7 band and is awarded the upper mark.

#### **References to Media Content**

The candidate was awarded **10 marks**.

There are several specific and detailed references to 'Bowling for Columbine' throughout the response. These include the references to Moore obtaining a gun at the bank; to Moore challenging the employee at the weapons manufacturer; and to the montage juxtaposing 'What a Wonderful World' with footage of warfare. There are developed comments on how these sequences help to promote his oppositional view to gun legislation. References to Moore's choice of clothing, his interview techniques, and his self-presentation as unintelligent are used to support the discussion of Moore's promotion of himself as someone relatable. The references develop and exemplify the points being made and there are developed comments throughout placing this response securely in the top band and it is awarded the higher mark.