



**Media (Higher): question paper 1 –
question 3**

**Commentary on candidate
evidence**

Commentary on candidate evidence

The candidate evidence has achieved the following marks for each response to question 3 of question paper 1.

Candidate 1

The candidate was awarded **5 marks**.

Paragraphs 1 and 2 only amount to explanation of the use of font and colour respectively. Paragraph 3 is a point of analysis in lesser detail on how both posters use the names of their cast to attract audiences. Paragraph 4 explains rather than analyses the way both posters use the production companies. Paragraph 5 is a point of analysis in lesser detail on the way both posters use taglines to signal genre. Paragraph 6 describes the appearance of the characters and their layout with some basic explanation of the effect this would have, and paragraph 7 is a point of analysis in lesser detail on the use of colour in both posters. All paragraphs contain a link between the posters, usually at the end of the paragraph.

As the three points of analysis are in lesser detail and only just go beyond explanation, the lower mark in the 5-6 band is awarded despite the frequent links made between the posters.

Candidate 2

The candidate was awarded **8 marks**.

Paragraph 1 is a point of analysis in lesser detail on the use of colour in both posters, with a brief comment at the end of the paragraph on the difference between the two posters. Paragraph 2 is a point of analysis in some detail on the use of font in both posters, with another brief comment comparing the posters at the end of the paragraph. Paragraph 3 is a developed point of analysis on the representation of gender in both posters, and there is comment on the difference between the posters in this respect. Paragraph 4 analyses narrative in both posters and contains a point of analysis in some detail on Gangs of New York, and a second point of analysis in some detail on Inception. There is another comment on the differences between the posters in this paragraph.

As there is one developed point of analysis, and 3 points of analysis in some detail, along with several comments on differences between the posters, the upper mark in the 7-8 band is awarded.

Candidate 3

The candidate was awarded **8 marks**.

Paragraph 1 is a point of analysis in some detail on the use of Di Caprio to market the films, with developed comment on the way both posters have chosen to do this – one by using his face, one by using his name in bold. Paragraph 2 is a developed point of analysis on how both posters display their cast, with a link between the posters. Paragraph 3 is a point of analysis in lesser detail on the use of font, with a comment on the way Inception's font suggests a more modern film in contrast to the more old-fashioned font in Gangs of New York. Paragraph 4 is a point of analysis in lesser detail on the use of lighting, which also makes a link between the two posters. Paragraph 5 is a point of analysis in some detail on the use of setting in both posters, with a link between the posters. Paragraph 6 is a developed point of analysis on the taglines in both posters, though no link is made as the candidate simply discusses one poster after the other.

As there are two developed points of analysis and two points of analysis in some detail, along with some comment (including developed comment) on similarities / differences between the posters, the upper mark in the 7-8 band is awarded.