



Commentary on Candidate Evidence

Higher Media

**Question Paper
(Question 1)**

Commentary on Candidate B Evidence

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

Question 1a

The candidate was awarded **8 marks**.

Language concepts of Art Deco and music are identified and explained as technical and cultural codes anchoring the period. The use of posters as cultural codes is explained and how their use creates meaning. The Mozart sequence is discussed in detail. Here the combination of the technical codes of music, camera use and lighting are discussed in detail, establishing their relationship in creating a number of different meanings.

Question 1b

The candidate was awarded **9 marks**.

Representation has been selected. The discourse of the individual and 'The American Dream' is discussed. Some insightful comments are given on the discourse of the 'melting pot', ethnicity and racial tension, with developed exemplification. Further exemplification and comment on gender and the representation of females is given. The accumulation of comment and its insightful nature is an indicator of the highest mark band category.

Question 1c

The candidate was awarded **4 marks**.

There is an explanation of the appeal to a number of audiences. These are not exemplified by references to media content; however, there are implicit links to what has gone before. Audience ratings is discussed and a Christian audience is identified but with little exemplification. A lack of depth and engagement with the question overall puts the response to this part of the question in the 4-3 category.

Commentary on Candidate C Evidence

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

Question 1a

The candidate was awarded **4 marks**

There is an explanation of clothes as cultural codes given along with technical codes of shots in reference to media content. Further technical codes are identified and explained with lighting and the use of colour. A general fleeting reference to music is given.

Question 1b

The candidate was awarded **2 marks.**

An explanation of genre is outlined and tone is attempted although it is not clear whether the film or the trailer is being discussed. Narrative is identified; Propp is referenced but not developed, and an enigma is explained in terms of media content.

Question 1c

The candidate was awarded **2 marks.**

There is identification of possible audiences – Danny Boyle and James McAvoy fans – with possible audience responses. An audience of 15-45 males is identified with a response linked to genre and an audience of ‘..people who like a challenge..’ and why they might respond to the film.

Commentary on Candidate F Evidence

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

Question 1a

The candidate was awarded **3 marks**.

There are some relevant references to media content but at times these are basic or generalised. There is an explanation of language and how it has been used in the specific examples of: Trinity's costume; the two close-ups of Agent Smith from early and later in the film; the close-up of the red and blue pills; and the greenish tint. While a basic link is made to meaning this is done in terms of an explanation rather than a detailed analysis.

Question 1b

The candidate was awarded **8 marks**.

Narrative and representations are analysed in detail. Todorov's narrative structure is exemplified and discussed in detail throughout the response with some additional comments on the use of enigma codes and binary oppositions. There is also exemplification of the representations of Trinity as strong, Agent Smith as the villain, Neo as an average guy, and later as the hero. These exemplifications are discussed in terms of the meanings being created and possible audience responses.

Question 1c

The candidate was awarded **6 marks**.

The candidate responds to the task by referring to audience responses throughout the essay. Some of these comments are quite straightforward but they build to show an understanding of how language, narrative and representations have influenced responses. Target audiences are identified and examples are linked to their reactions. Audience responses of excitement and enjoyment are decoded in relation to representations and there is decoding, in some detail, of: the male reaction to Trinity's costume; a feminist enjoyment of Trinity's actions; a general audience dislike of Agent Smith; identification with Neo and later disappointment that he might not be "The One"; and excitement when Neo stands up to the agents and defeats Agent Smith. Links are made to the use of key aspects, in particular, representations but these are not developed.

Commentary on Candidate G Evidence

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

Question 1a

The candidate was awarded **0 marks**.

A general comment about technical codes and a general possible effect is not of the depth or detail required at Higher and therefore no marks awarded.

Question 1b

The candidate was awarded **5 marks**.

Representation of the CIA and the Iranians are decoded and exemplified by relevant references to the film. Docu-drama, spy and heist are also explained and exemplified by relevant, specific references.

Question 1c

The candidate was awarded **6 marks**.

Possible American, Iranian and Canadian audience responses are discussed in terms of differential decoding and exemplified with relevant references to media content. Other Western and non-Western audience responses are discussed, however, they could have been developed further and been clearer on audience composition. The accumulation of points leads to the higher of the two marks in this band.