

Commentary on Candidate B Evidence

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

Question 2a

The candidate was awarded **10 marks**.

There is a range of detailed points of information and ideas relating directly to the question. There is detailed discussion of the purposes of informing, educating, entertaining and making a profit. Two clear perspectives are established and a range of points of discussion are made, debating the different sides of the issue. An in-depth understanding of the contrasting views that reporting should be balanced against the need to make a profit is demonstrated. There are conclusions drawn, based on evidence given, throughout the essay.

Question 2b

The candidate was awarded **7 marks**.

There are several references to media content given to exemplify or develop the points being made. There are specific references to the floating 'we', to two specific "Sun" headlines and a more general discussion of the phone hacking scandal and Rupert Murdoch. There are comments made on the references which relate them logically to the discussion given; however, not all of these references are detailed and some lack development.

Commentary on Candidate C Evidence

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

Question 2a

The candidate was awarded **5 marks**.

There are several points of information given relating to meeting the purpose of informing and one reference to the purpose of entertaining. There is relevant discussion of the lack of accurate reporting about Hillsborough and the Joanna Yates case, and the candidate's opinion is stated that this does not follow the journalistic code of conduct. There is a clear conclusion drawn that the purpose of the press should be to report facts and supporting reasons for this have been given in the essay.

Question 2b

The candidate was awarded **3 marks**.

There are some references to media content including the reporting on the Hillsborough disaster in "The Sun", the Joanna Yates case and some generalised comments on celebrity stories. These references exemplify points being made but none of these references are detailed.

Commentary on Candidate F Evidence

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

Question 2a

The candidate was awarded **8 marks**.

There is some repetition at the start of this response but it becomes more developed as it continues. Throughout the response there are points of information given on the purposes identified. Two relevant points are made which debate the different sides of the issue identified: the criticism of the advert in terms of promoting an ideology and the defence that the advert has been created to meet the purpose of profit. The first part of the response deals with the debate around the idea that the advert promotes the ideology that it is necessary to be in a relationship to be happy. This is then developed by the points made regarding diversity and the defence of meeting audience expectations. A straightforward conclusion is drawn at the end of the essay with supporting reasons.

Question 2b

The candidate was awarded **7 marks**.

There is a range of specific and detailed references to the media content including detailed descriptions of camera and music. Some of these references are used to develop or exemplify points being made but some references are not used. The comments made on some of the references relate the content logically to the discussion by showing how the penguin's desire for a relationship is established through language, and how this could be argued to be promoting the ideology described in the discussion.

Commentary on Candidate G Evidence

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

Question 2a

The candidate was awarded **7 marks**.

There are several points of information given in relation to the capitalist and traditionalist perspectives on the purposes of the press. These points are discussed and there is a clear line of argument relating to the purpose of profit which drives the newspaper industry and how this impacts on the purpose of informing. An effective conclusion with supporting reasons is drawn at the end of the response.

Question 2b

The candidate was awarded **3 marks**.

There are some general references to media content (specifically discussion of "The Sun", Murdoch and "The News of the World") which exemplify the points being made. There is one specific headline quoted but this is not commented on.