

Commentary on candidate 1 evidence

This candidate was awarded a total of **57/60** marks for the question paper.

SECTION 1

1 (a) 2/2 marks were awarded for this question:

- ◆ 1 mark was awarded for describing how Ryan is represented as having a troubled upbringing.
- ◆ 1 mark was awarded for describing how Kirsten is represented as a successful businesswoman.
- ◆ 1 mark could also have been awarded for describing the representation of black and Hispanic people.

1 (b) 8/10 marks were awarded for this question:

- ◆ 1 mark was awarded for explaining how the negative representation of Ryan's home is created through the mise-en-scène of the graffiti and mattress.
- ◆ 1 mark was awarded for the development of this point, further explaining how the mise-en-scène of the high fence creates the negative representation of his neighbourhood.
- ◆ 1 mark was awarded for explaining how the negative representation of Ryan's mother anchors his troubled upbringing.
- ◆ 1 mark was awarded for describing the change in Ryan's appearance, lighting and setting and explaining how this shows the change in his representation.
- ◆ 1 mark was awarded for describing the smart appearance of Kirsten and explaining how this creates her representation (other earlier points are simply describing plot and not language features as required).
- ◆ 1 mark was awarded for explaining how the prison setting helps to create the negative representation of black and Hispanic people.
- ◆ 1 mark was awarded for explaining how the camera-work and costume are used to anchor the Asian school principal as hard-working.
- ◆ 1 mark was awarded for the development of this point, explaining how it plays into stereotypes of Asian representation.

2 (a) 2/2 marks were awarded for this question:

- ◆ 1 mark was awarded for describing the rebellious tone of the Rimmel advert.
- ◆ 1 mark was awarded for describing the dangerous tone of the episode of the OC.

2 (b) 6/6 marks were awarded for this question:

- ◆ 1 mark was awarded for explaining how the spray paint font creates a rebellious tone.
- ◆ 1 mark was awarded for explaining how the costume creates a rebellious tone.
- ◆ 1 mark was awarded for explaining how the positioning of the models creates a rebellious tone.
- ◆ 1 mark was awarded for explaining how the hair of the model creates a rebellious tone.
- ◆ 1 mark was awarded for explaining how the dark lighting creates a dangerous tone.
- ◆ 1 mark was awarded for explaining how the song choice creates a dangerous tone.
- ◆ 1 mark could also have been awarded for explaining how camera work creates a dangerous tone.

3. 10/10 marks were awarded for this question:

- ◆ 1 mark was awarded for describing the normality stage of the narrative.
- ◆ 1 mark was awarded for developing this point, discussing how lighting helps create the normality.
- ◆ 1 mark was awarded for describing the disruption stage of the narrative.
- ◆ 1 mark was awarded for developing this point, explaining the role of the disruption stage.
- ◆ 1 mark was awarded for describing the recognition of the disruption stage of the narrative.
- ◆ 1 mark was awarded for developing this point, explaining how lighting is used to indicate the stage of the narrative.
- ◆ 1 mark was awarded for further developing this point, explaining how camera-work also indicates the narrative stage.
- ◆ 1 mark was awarded for developing the point again, explaining how other lighting indicates this stage.
- ◆ 1 mark was awarded for developing the point again, explaining how music indicates this stage.
- ◆ 1 mark was awarded for describing the new normality stage of the narrative.
- ◆ 1 mark could also have been awarded for describing why this resolution is created as part of the episodic structure for the show.

4 (a) 2/2 marks were awarded for this question:

- ◆ 1 mark was awarded for describing the preferred reading that Caleb is a selfish businessman.
- ◆ 1 mark was awarded for describing the preferred reading that Ann is a non-stereotypical rich girl.

4 (b) 8/8 marks were awarded for this question:

- ◆ 1 mark was awarded for explaining how Caleb's attitude to the environment creates the preferred reading of Caleb as selfish.

- ◆ 1 mark was awarded for explaining how Anna's confrontation of Caleb anchors the preferred reading of Caleb as evil.
- ◆ 1 mark was awarded for explaining how Caleb's treatment of Sandy creates the preferred reading of Caleb as sexist.
- ◆ 1 mark was awarded for developing this point: explaining how the preferred reading is created because his behaviour indicates a sexism that the target audience would disapprove of.
- ◆ 1 mark was awarded for explaining how Anna's treatment of Summer creates the preferred reading of Anna as friendly.
- ◆ 1 mark was awarded for explaining how Anna's behaviour isn't stereotypical and creates the preferred reading of Anna as a good character.
- ◆ 1 mark was awarded for explaining how the portrayal of Luke's dad as brave creates a positive preferred reading of LGBT characters.
- ◆ 1 mark was awarded for explaining how the behaviour of likable characters towards the gay character helps reinforce the positive preferred reading.

5 (a) 1/2 marks was awarded for this question for describing how the NSPCC advert influences behaviour by getting us to phone in to the charity.

5 (b) 8/8 marks were awarded for this question:

- ◆ 1 mark was awarded for explaining how the font helps to influence behavior.
- ◆ 1 mark was awarded for explaining how the picture of the little girl helps to influence behavior.
- ◆ 1 mark was awarded for describing the costume of the little girl and explaining how this helps to influence behavior.
- ◆ 1 mark was awarded for explaining how the use of language on the poster helps to influence behavior.
- ◆ 1 mark was awarded for explaining how the direct address on the poster helps to influence behavior.
- ◆ 1 mark was awarded for explaining how the use of additional images helps to influence behavior.
- ◆ 1 mark was awarded for explaining how the use of the colour green helps to influence behavior.
- ◆ 1 mark was awarded for explaining how the background image helps to influence behavior.
- ◆ 1 mark could also have been awarded for explaining how placement in the poster might influence behavior.

SECTION 2

6 10/10 marks were awarded for this question.

The candidate response references many different key aspects of media literacy to explain in detail particular purposes of the advert and its appeal to specific audiences:

- ◆ 1 mark was awarded for explaining how the image of the sports car helps to encourage the audience to buy the product.

- ◆ 1 mark was awarded for explaining how the celebrity endorsement will appeal to the audience.
- ◆ 1 mark was awarded for explaining how the placement of the product helps to appeal to the audience and sell the product.
- ◆ 1 mark was awarded for explaining how contrast around the watch helps to sell the product.
- ◆ 1 mark was awarded for describing the angle of the writing and explaining how this helps to sell the product.
- ◆ 1 mark was awarded for explaining the use of contrast to draw focus to the brand and to connect it to the watch in order to sell the product.
- ◆ 1 mark was awarded for explaining the use of colour in the text and car in order to sell the product.
- ◆ 1 mark was awarded for explaining the use of the 8 symbol on the side of the car and linking this to audience.
- ◆ 1 mark was awarded for explaining the use of diagonal lines and how this appeals to audience and helps to sell the product.
- ◆ 1 mark was awarded for explaining the use of marble grey behind the image of the watch and explaining how this helps to sell the product.
- ◆ 1 mark could also have been awarded for the connection made between the watch and the car and how this helps target a specific audience.
- ◆ 1 mark could also have been awarded for describing colour and how this helps to target a specific audience.

Commentary on candidate 2 evidence

This candidate was awarded a total of **52/60** marks for the question paper.

SECTION 1

1 (a) 2/2 marks were awarded for this question:

- ◆ 1 mark was awarded for describing how Sarah Connor is represented as a strong female lead.
- ◆ 1 mark was awarded for describing how Arnold Schwarzenegger (as The Terminator) is represented as tough and emotionless, but is capable of becoming more human.

1 (b) 10/10 marks were awarded for this question:

- ◆ 1 mark was awarded for explaining how the shot of Senna holding a child shows him as a family man.
- ◆ 1 mark was awarded for explaining how his family's praise creates a positive representation.
- ◆ 1 mark was awarded for explaining how Senna's comments on religion throughout the film create an image of a religious man.
- ◆ 1 mark was awarded for explaining how Senna's comments on his charity work show him to be kind.
- ◆ 1 mark was awarded for explaining how the combination of the Brazilians' comments and the long shot of the shanty town show him to be kind.
- ◆ 1 mark was awarded for explaining how Prost's body language creates a less slick representation than that of Senna.
- ◆ 1 mark was awarded for explaining how Prost's interview and the awkward silence represent him as sleazy.
- ◆ 1 mark was awarded for explaining how Prost's nickname represents him as calculating.
- ◆ 1 mark was awarded for explaining how the *mise-en-scène* of Prost's trophies connotes his greed.
- ◆ 1 mark is awarded for explaining how the contrast between the ways the two men talk about the sport anchors their representation.

2 (a) 1/2 marks was awarded for this question for describing the tense tone in Minority Report.

2 (b) 4/6 marks were awarded for this question:

- ◆ 1 mark was awarded for explaining how tension is created by the bubbles from Cruise's mouth. The bird's eye shot is not clearly explained and was not awarded a mark.

- ◆ 1 mark was awarded for explaining how tension is created by the spiders because they are something people traditionally fear.
- ◆ 1 mark was awarded for explaining how the sound of the alarm creates tension.
- ◆ 1 mark was awarded for explaining how the children's response creates tension.

3. 10/10 marks were awarded for this question:

- ◆ 1 mark was awarded for describing the equilibrium as being created by the pastel colours.
- ◆ A further mark was awarded for describing the character's actions establishing equilibrium.
- ◆ 1 mark was awarded for describing the disruption caused by Lacie's low social media rating.
- ◆ 1 mark was awarded for describing the secondary disruption caused by Lacie's best friend's wedding.
- ◆ 1 mark was awarded for describing the recognition phase shown when she goes to improve her rating.
- ◆ 1 mark was awarded for the further description of the recognition phase when she realises she needs to write the speech to improve her rating.
- ◆ 1 mark was awarded for describing the attempt to repair the disruption as shown through Lacie getting in the truck with the woman with the low rating.
- ◆ 1 mark was awarded for describing the new equilibrium established with Lacie in prison and removing her technology.
- ◆ 1 mark was awarded for describing Lacie removing her bridesmaid dress as showing her changed character in the new equilibrium.
- ◆ 1 mark was awarded for describing the new equilibrium as established through Lacie becoming a new, more real person.

4 (a) 2/2 marks were awarded for this question:

- ◆ 1 mark was awarded for describing the preferred reading as being that the clown in *It is scary*.
- ◆ 1 mark was awarded for describing the preferred reading of *Nina and the Neurons* as being that science is fun.

4 (b) 7/8 marks were awarded for this question:

- ◆ 1 mark was awarded for explaining how the appearance of Pennywise accompanied by music creates fear.
- ◆ 1 mark was awarded for explaining how the talk of people going missing creates fear.
- ◆ 1 mark was awarded for explaining how the shot of Pennywise running towards the camera accompanied by screaming creates fear.
- ◆ 1 mark was awarded for explaining how Nina's upbeat happy manner anchors that science is fun.
- ◆ 1 mark was awarded for explaining how her brightly coloured lab anchors that science is fun.

- ◆ 1 mark was awarded for explaining how Nina's childlike costume anchors that science is fun.
- ◆ 1 mark was awarded for explaining how the images of children having fun anchors that science is fun.

5 (a) 2/2marks were awarded for this question:

- ◆ 1 mark was awarded for describing how Black Mirror influences attitudes to technology.
- ◆ 1 mark was awarded for describing how Nina and the Neurons influences attitudes to science.

5 (b) 5/8 marks were awarded for this question:

- ◆ 1 mark was awarded for explaining how the representation of Lacie as lonely and sad influences attitudes to technology.
- ◆ 1 mark was awarded for explaining how the treatment of people with low ratings influences attitudes to technology.
- ◆ 1 mark was awarded for explaining how the social hierarchy influences attitudes to technology.
- ◆ 1 mark was awarded for explaining how the representation of Lacie's brother as free influences attitudes to technology.
- ◆ 1 mark was awarded for explaining how Nina's upbeat personality influences attitudes to science.
- ◆ The other points made about Nina and the Neurons repeat previous points and are not awarded marks.

SECTION 2

6 9/10 marks were awarded for this question:

The candidate response references many different key aspects of media literacy to explain in detail particular purposes of the film poster and its appeal to specific audiences:

- ◆ 1 mark was awarded for explaining how the target audience is linked to the strong female lead.
- ◆ 1 mark was awarded for explaining how the representation of the woman as dangerous is created, and how this would appeal to fans of the action genre.
- ◆ 1 mark was awarded for explaining how the representation of the men as intimidating and mysterious is created, and how this would entice audiences.
- ◆ 1 mark was awarded for explaining how the prop of the gun connotes violence and danger which would appeal to fans of the action genre.
- ◆ 1 mark was awarded for explaining how the list of the actors' names linked to audience.
- ◆ 1 mark was awarded for explaining the effect of the tagline on audiences.
- ◆ 1 mark was awarded for explaining how the flying glass connotes violence and danger which would appeal to fans of the action genre.
- ◆ 1 mark was awarded for explaining the effect of the inclusion of the

- release date and its effect on audience.
- ◆ 1 mark was awarded for explaining the placement of the central actor, and how this would entice an audience.

Commentary on candidate 3 evidence

This candidate was awarded a total of **29/60** marks for the question paper.

SECTION 1

1 (a) 2/2 marks were awarded for this question:

- ◆ 1 mark was awarded for describing how Sarah Connor is represented as a strong female lead.
- ◆ 1 mark was awarded for describing how Arnold Schwarzenegger, as the Terminator, is represented as tough and emotionless, but is capable of becoming more human.

1 (b) 6/10 marks were awarded for this question:

- ◆ 1 mark was awarded for explaining how costume and props create the representation of Sarah as committed to her mission.
- ◆ 1 mark was awarded for the development of this point through the comparison with special forces and the echo of her exercising at the asylum.
- ◆ 1 mark was awarded for the effect of the sunglasses as representing a lack of humanity.
- ◆ 1 mark was awarded for the effect of her wearing the sunglasses when she goes to kill Dyson.
- ◆ 1 mark was awarded for the change in the Terminator's representation as signalled through the loss of the sunglasses.
- ◆ 1 mark was awarded for the use of lighting to create a warmer representation of the Terminator.

2 (a) 1/2 marks was awarded for this question for describing the humorous tone of the Terminator's attempt at speech.

2 (b) 2/6 marks were awarded for this question:

- ◆ 1 mark was awarded for the use of dialogue to create humour in the grenade launcher scene.
- ◆ 1 mark was awarded for the development of this point through the unexpected nature of this joke from the Terminator.

3. 0/10 marks were awarded for this question because the candidate discussed genre conventions rather than narrative.

4 (a) 2/2 marks were awarded for this question:

- ◆ 1 mark was awarded for the preferred reading as being that Sarah Connor is a mentally scarred mother.
- ◆ 1 mark was awarded for the preferred reading as being that the T800 is ultimately a good character.

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4 (b) 5/8 marks were awarded for this question:

- ◆ 1 mark was awarded for explaining how the preferred reading of Sarah Connor is created through her nightmare visions.
- ◆ 1 mark was awarded for explaining how her plans to destroy Skynet further anchor this reading.
- ◆ 1 mark was awarded for explaining how her breakdown (when trying to kill Dyson) represents her as mentally scarred.
- ◆ 1 mark was awarded for explaining the effect John's frequent instructions to the Terminator not to kill have on the representation of him as a good character.
- ◆ 1 mark was awarded for explaining that the T800's use of gas grenades so that no-one dies anchors his more moral character.

5 (a) 2/2 marks were awarded for this question:

- ◆ 1 mark was awarded for describing how Terminator 2 influences the audience to buy certain clothes.
- ◆ 1 mark was awarded for describing how Terminator 2 influences the audience in acquiring John Connor's tastes.
- ◆ 1 mark could also have been awarded for the possible influence of inspiring technophobia in the audience.

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5 (b) 2/8 marks were awarded for this question:

- ◆ 1 mark was awarded for explaining the possible influence of the T800's cool demeanour in causing audiences to wish to emulate him.
- ◆ 1 mark was awarded for explaining the possible influence of John Connor's taste in music and clothing.

SECTION 2

6 7/10 marks were awarded for this question:

The candidate response references several different key aspects of media literacy to explain in detail particular purposes of the film poster and its appeal to audiences:

- ◆ 1 mark was awarded for explaining how the relative positions of the male and female characters achieve the purpose of showing the importance of the male characters to the plot of the film.
- ◆ 1 mark was awarded for explaining how the placement of the actors' names achieve the purpose of showing the producers' pride in the cast.
- ◆ 1 mark was awarded for explaining how the enigma of the falling female character engages audiences.
- ◆ 1 mark was awarded for the comment on the enigma for the audience being created through the placement of the nine bullets.
- ◆ 1 mark was awarded for the comment on the effect of the tagline on the audience.
- ◆ 1 mark was awarded for explaining the effect of the different foci of the men's gaze in creating questions for the audience.
- ◆ 1 mark was awarded for explaining the purpose of showing the gun as anchoring the action genre.

Commentary on candidate 4 evidence – Section 2 only

SECTION 2

6 9/10 marks were awarded for this question:

The candidate response references many different key aspects of media literacy to explain in detail particular purposes of the advert and its appeal to specific audiences:

- ◆ 1 mark was awarded for explaining how the use of Hugh Jackman attracts the audience and makes the product appeal to them.
- ◆ 1 mark was awarded for the development of this point, explaining how the copy anchors the image and the idea of strength associated with the product.
- ◆ 1 mark was awarded for explaining the connotations of the word 'chronograph' and how this will appeal to the audience.
- ◆ 1 mark was awarded for explaining the connotations of the brand name and the appeal this will have for the audience.
- ◆ 1 mark was awarded for explaining the use of store names at the bottom of the poster, suggesting that the product is expensive due to the location of the stores.
- ◆ 1 mark was awarded for explaining the link between the watch and racing and the appeal that this will have to a target audience.
- ◆ 1 mark was awarded for explaining the reference to the speed tournament and the connotations that this will create in selling the product.
- ◆ 1 mark was awarded for explaining the simplicity of the design and the appeal that this will have for the audience.
- ◆ 1 mark was awarded for explaining the facial expression of the actor, linking this to the audience appeal.