

Commentary on candidate evidence

The evidence for this candidate has achieved the following marks for this section of the course assessment component.

Section 2 — Analysis of a Media Text (10 marks)

Text A — Film poster

Candidate 1

The candidate was awarded **10 marks**.

The candidate response references several different key aspects of media literacy to describe both particular purposes of the film poster and its appeal to specific audiences.

- ◆ **1 mark** is awarded for explaining the '*billing block*' and how it achieves the purpose of informing the viewer of the release date.
- ◆ **1 mark** is awarded for explaining general use of genre conventions and how this targets a specific male audience.
- ◆ **1 mark** is awarded for explaining the use of cultural codes and mise-en-scène in the poster and how this targets a specific audience.
- ◆ **1 mark** is awarded for explaining the positioning of the main character and how this achieves the purpose of informing the audience.
- ◆ **1 mark** is awarded for the development of the point further explaining how '*layout anchors the representation*'.
- ◆ **1 mark** is awarded for explaining the representation of the '*villain*' characters through language and how this informs the audience.
- ◆ **1 mark** is awarded for explaining how this creates an '*enigma code*' to engage the audience.
- ◆ **1 mark** is awarded for explaining the use of the '*rule of thirds*' and positioning to establish binary oppositions and to attract the target audience.
- ◆ **1 mark** is awarded for explaining the connotations of the '*tagline*' and how this would appeal to a specific target audience.
- ◆ **1 mark** is awarded for explaining the use of font and how this achieves the purpose of informing the viewer of the film's genre.

The evidence for this candidate has achieved the following marks for this section of the course assessment component.

Section 2 — Analysis of a Media Text (10 marks)

Text A — Film poster

Candidate 2

The candidate was awarded **10 marks**.

The candidate response references several different key aspects of media literacy to describe both particular purposes of the film poster and its appeal to specific audiences.

- ◆ **1 mark** is awarded for explaining how the poster would appeal to action fans through the use of genre markers.
- ◆ **1 mark** is awarded for explaining the use of '*bold*' and '*contrasts*' font in order to catch the eye of the audience and to suggest the importance of the film.
- ◆ **1 mark** is awarded for explaining the representation of the characters on the poster through costume and how this appeals to the audience.
- ◆ **1 mark** is awarded for explaining the '*narrative*' stage represented on the poster and how this would appeal to the audience.
- ◆ **1 mark** is awarded for explaining the use of colour in the poster and how this would appeal to the audience.
- ◆ **1 mark** is awarded for explaining the use of the billing of stars' names and the link to budget and institution and how this would appeal to the audience.
- ◆ **1 mark** is awarded for explaining the tagline and how this would appeal to the audience.
- ◆ **1 mark** is awarded for explaining the release date on the poster and linking to institutional factors like distribution and how this would appeal to the audience.
- ◆ **1 mark** is awarded for explaining the use of the long shot in the poster and how this helps to appeal to the audience.
- ◆ **1 mark** is awarded for explaining the use of narrative devices such as '*enigma codes*' in the poster and how this would appeal to audiences.

The evidence for this candidate has achieved the following marks for this section of the course assessment component.

Section 2 — Analysis of a Media Text (10 marks)

Text B — Magazine cover

Candidate 3

The candidate was awarded **9 marks**.

The candidate response references several different key aspects of media literacy to describe both particular purposes of the magazine cover and its appeal to specific audiences.

- ◆ **1 mark** is awarded for explaining how the genre features of the magazine targets a specific audience.
- ◆ **1 mark** is awarded for explaining the general tone of the magazine and how it is used to target audience.
- ◆ **1 mark** is awarded for explaining the use of language features such as colour and how this achieves a purpose by tying in to a specific release date.
- ◆ **1 mark** is awarded for explaining the representation of the main cover image star in line with female stereotypes.
- ◆ **1 mark** is awarded for explaining the reading order of the page, which achieves the purpose of drawing the eye to the most important stories and therefore selling the magazine on these main selling points.
- ◆ **1 mark** is awarded for explaining the use of '*enigma codes*' to achieve the purpose of making people want to buy the magazine.
- ◆ **1 mark** is awarded for explaining the purpose of the '*puff*' in order to draw the reader in through an exclusive offer.
- ◆ **1 mark** is awarded for explaining the '*smaller cover image*' and how this achieves the purpose of selling the magazine.
- ◆ **1 mark** is awarded for explaining how the use of a '*model*' of a different '*race*' achieves the purpose of selling the magazine and appeals to different audiences.

The evidence for this candidate has achieved the following marks for this section of the course assessment component.

Section 2 — Analysis of a Media Text (10 marks)

Text B — Magazine cover

Candidate 4

The candidate was awarded **3 marks**.

The candidate response references several different key aspects of media literacy but only some of these features are linked to either particular purposes of the magazine or its appeal to specific audiences.

- ♦ **1 mark** is awarded for explaining the target audience of the magazine cover and how a range of features like colour, '*cover star*' and promotion would appeal to them.
- ♦ **1 mark** is awarded for explaining the representation of the '*cover star*' and how that appeals to a '*female audience*'.
- ♦ **1 mark** is awarded for explaining the '*puff*' with a link to the purpose of profit.

The evidence for this candidate has achieved the following marks for this section of the course assessment component.

Section 2 — Analysis of a Media Text (10 marks)

Text C — Advertisement

Candidate 5

The candidate was awarded **7 marks**.

The candidate response references several different key aspects of media literacy to describe both particular purposes of the advert and its appeal to specific audiences.

- ◆ **1 mark** is awarded for explaining how the image of the car in the glasses helps to target a male audience.
- ◆ **1 mark** is awarded for explaining the use of warm colours to appeal to audience.
- ◆ **1 mark** is awarded for the development of this point, describing the contrast between the warm tones and the silver in order to achieve the purpose of drawing attention to the car.
- ◆ **1 mark** is awarded for explaining the use of language in order to create a glamorous representation in order to achieve the purpose of selling the car.
- ◆ **1 mark** is awarded for explaining how the poster could target a female audience.
- ◆ **1 mark** is awarded for explaining how the poster reflects the values of modern times and how this appeals to the audience.
- ◆ **1 mark** is awarded for explaining the use of font in the poster and how this achieves the purpose of selling the car.

The candidate does not explain the points on 'Categories' or 'Institution' well enough to merit marks.

The evidence for this candidate has achieved the following marks for this section of the course assessment component.

Section 2 — Analysis of a Media Text (10 marks)

Text C — Advertisement

Candidate 6

The candidate was awarded **10 marks**.

The candidate response references several different key aspects of media literacy to describe both particular purposes of the advert and its appeal to specific audiences.

- ◆ **1 mark** is awarded for explaining how the use of the colour of the car helps to indicate the target audience.
- ◆ **1 mark** is awarded for explaining how the use of language to frame the car in the centre is used to achieve the purpose of selling the car and aiding recall.
- ◆ **1 mark** is awarded for further explaining the use of language to layer the images, implying the advert is also targeting women.
- ◆ **1 mark** is awarded for explaining the representation of the girl in the advert and how this appeals to a male audience.
- ◆ **1 mark** is awarded for the development of this point, explaining how this implies the advert will encourage attention from attractive women and this helps to target the male audience.
- ◆ **1 mark** is awarded for explaining how the city is represented and how this would target audience.
- ◆ **1 mark** is awarded for explaining the possible differential decoding of the advert.
- ◆ **1 mark** is awarded for developing this point further, explaining how this helps the advert to subvert gender stereotypes about cars and encourages a female audience to buy the product.
- ◆ **1 mark** is awarded for explaining how a possible target audience is people living in warmer climates. Whilst this is a differential decoding, the candidate has justified their analysis.
- ◆ **1 mark** is awarded for explaining how the advert is reflecting the values of modern times, that women can now like cars too, and how this would appeal to the audience.