

Commentary on candidate evidence

The candidate evidence has achieved the following marks for each section of this assignment.

Candidate 1

Section 1: planning

The candidate was awarded **19 out of 20 marks** for this section.

Question 1

The candidate was awarded **5 marks**.

1 mark was awarded for describing the research finding relating to audiences who like thrills / excitement rather than calm movies.

1 mark was awarded for explaining the related planning decision to make the characters older teenagers so audiences can relate to them.

1 mark was awarded for describing the research finding that those who watch horror find tension and suspense the scariest parts.

1 mark was awarded for explaining the related planning decision to build tension through the use of montage.

1 mark was awarded for explaining the planning decision to use the title and tagline throughout and at the end.

Note: The research finding about horror trailers repeating the title throughout and having a tagline is a content research finding and so is not awarded a mark.

Question 2

The candidate was awarded **4 marks**.

1 mark was awarded for explaining the planning decision to ask friends as they have experience.

1 mark was awarded for explaining the planning decision to rip the clothes and add fake blood.

1 mark was awarded for describing the research finding that constraints of a 15 mean they cannot show excessive gore.

1 mark was awarded for explaining that the planning decision to not be graphic and to hide any torture / use silhouette.

Question 3

The candidate was awarded **5 marks**.

1 mark was awarded for describing the research finding of how 'Apostle' follows Todorov's structure.

1 mark was awarded for explaining the planning decision to focus on the conflict to make it quicker and more action packed.

1 mark was awarded for explaining the combined research and planning decision focussed on the attempt to repair the disruption.

1 mark was awarded for the description of the research finding that 'Insidious' uses Propp's villain.

1 mark was awarded for the developed description of how dramatic music and quick cuts accompany the demon.

Note: 1 mark could also be awarded for the explanation of the planning decision to have the villain silhouetted in the dark, covered in blood with suspenseful music holding an axe. However, full marks have already been achieved for this question.

Question 4

The candidate was awarded **5 marks**.

1 mark was awarded for describing the research finding of the convention of the horror genre being an investigation.

1 mark was awarded for developing the research finding that investigations show many shots of him to build suspense and mystery.

1 mark was awarded for explaining the planning decision to have a group exploring the house.

1 mark was awarded for describing the research finding about the darkness in Apostle.

1 mark was awarded for explaining the planning decision to have the events take place during the night with power cuts.

Note: 1 mark could also be awarded for explaining the combined research and planning decision about the ticking as unsettling. However, full marks have already been achieved for this question.

Section 2: development

The candidate was awarded **24 out of 28 marks** for this section.

Example 1

The candidate was awarded **7 marks**.

5 marks were awarded as the candidate has insightfully explained how a variety of techniques are used to create connotations such as the diegetic sound to establish an equilibrium, medium shot and lighting to create contrasts and the intended impact of these techniques on the audience.

1 mark was awarded for the evaluative comment about the use of the medium shot to show a mix of genders to appeal to audiences.

1 mark was awarded for the evaluative comment about the appeal to the group they are familiar with as 'regular people'.

Example 2

The candidate was awarded **6 marks**.

5 marks were awarded as the candidate has insightfully explained how a number of techniques work together to create connotations: the mise-en-scene to create an unnerving feeling; dark lighting and a close-up to create an enigma; sounds and a camera panning as well as the intended impact upon audiences for each of these.

1 mark was awarded for the evaluative comment about creating greater clarity for the viewer about what the siren actually is.

Example 3

The candidate was awarded **5 marks**.

4 marks were awarded as the candidate has validly made three points of description of the techniques or codes used: sound, tone, lighting and the intended impact.

1 mark was awarded for the evaluative comment about the low-key lighting creating fear.

Example 4

The candidate was awarded **6 marks**.

5 marks were awarded as the candidate has insightfully described a range of techniques such as close-up to create enigma; sound; editing; movement and a cliff-hanger. There is a description of the intended connotations and impact upon audiences.

1 mark was awarded for the evaluative comment about the impact of the sounds on the audience.

Candidate 2

Section 1: planning

The candidate was awarded **20 out of 20 marks** for this section.

Question 1

The candidate was awarded **5 marks**.

1 mark was awarded for describing the research finding about the audience expectation of psychological horror.

1 mark was awarded for explaining the specific planning decision to create confusion through mismatched clips and music.

1 mark was awarded for describing the research finding that audiences associate shrieking violins with the genre.

1 mark was awarded for the specific planning decision to emphasise this sound to guide audience response.

1 mark was awarded for the related planning decision to subvert audience expectation.

Note: 1 mark could also be awarded for describing the research finding about the audience expectation of the villain. 1 mark could also be awarded for explaining the specific planning decision to portray the villain as a loner by use of background presence and lack of speech. However, full marks have already been achieved for this question.

Question 2

The candidate was awarded **5 marks**.

1 mark was awarded for explaining the combined research/planning decision about lack of money for costumes and making use of theatre club resources.

1 mark was awarded for describing the research finding about technology lacking software.

1 mark was awarded for explaining the specific planning decision to make use of their own camera and software.

1 mark was awarded for describing the research finding of having to pay royalties for music.

1 mark was awarded for explaining the specific planning decision to use a school piano to create desired sound.

Question 3

The candidate was awarded **5 marks**.

1 mark was awarded for describing the research finding about the use of the colour blue.

1 mark was awarded for explaining the specific planning decision to prominently feature the colour red.

1 mark was awarded for describing the research finding about the use of extreme close-up to emphasise objects.

1 mark was awarded for explaining the specific planning decision to focus an extreme close-up on hospital equipment.

1 mark was awarded for describing the research finding about sound and music hinting at something sinister.

Note: 1 mark could also be awarded for explaining the specific planning decision to use sound to create a creepy feeling. However, full marks have already been achieved for this question.

Question 4

The candidate was awarded **5 marks**.

1 mark was awarded for describing the research finding about representing the mental state of characters.

1 mark was awarded for explaining the specific planning decision to use POV to create paranoia.

1 mark was awarded for describing the research finding about the sinister representation of the nurse.

1 mark was awarded for describing the research finding about the stereotypical portrayal of mental illness.

1 mark was awarded for developing the description of the research finding, explaining how it creates a particularly lazy stereotype.

Note: 1 mark could also be awarded for explaining the specific planning decision to avoid harmful stereotypes and not focus on mental health issues. However, full marks have already been achieved for this question.

Section 2: development

The candidate was awarded **16 out of 28 marks** for this section.

Example 1

The candidate was awarded **4 marks**.

3 marks were awarded as the candidate has validly demonstrated knowledge and understanding of media techniques to convey connotations of death through lighting, hospital imagery and sounds.

1 mark was awarded for the evaluative comment about making improvements to the lighting.

The additional comment about the close-up was too vague to attract a second mark for evaluation.

Example 2

The candidate was awarded **5 marks**.

3 marks were awarded as the candidate has validly demonstrated knowledge and understanding of media techniques to create a sense of danger and confusion through use of sound, colour and dialogue.

1 mark was awarded for the evaluative comment about creating greater clarity for the viewer about what the siren actually is.

1 mark was awarded for the second evaluative comment about using the bird's eye shot to show the rushing of doctors and nurses.

Example 3

The candidate was awarded **3 marks**.

2 marks were awarded as there is a description of the use of background noise and dialogue and a further description about the use of long shot, but the description of intended impact is basic.

1 mark was awarded for the evaluative comment about changing the background sound.

Example 4

The candidate was awarded **4 marks**.

3 marks were awarded as the candidate has validly demonstrated knowledge and understanding of media techniques to create tension and direct viewer attention by use of extreme close-up and background sound.

1 mark was awarded for the evaluative comment about darkness and lighting being effective in focussing audience attention.

The candidate provided an additional response, but the four highest scoring examples have already been assessed. Marks could have been allocated as follows:

- ◆ 1 mark could have been awarded for the basic description of techniques used and intention.
- ◆ 1 mark could have been awarded for the evaluative comment about dialogue providing clarity for the audience.

Candidate 3

Section 1: planning

The candidate was awarded **11 out of 20 marks** for this section.

Question 1

The candidate was awarded **3 marks**.

1 mark was awarded for describing a research finding about the typical audience for a gossip magazine

1 mark was awarded for explaining a combined research and planning decision about the appeal of real-world drama to the audience of gossip magazines.

1 mark was awarded for explaining the combined research and planning decision to appeal to older audiences since younger audiences use social media instead.

Question 2

The candidate was awarded **3 marks**.

1 mark was awarded for briefly explaining the plan to use online forms to get responses from focus groups, in order to address the institutional issue of lack of budget for mock-ups.

1 mark was awarded for explaining the combined research and planning decision on accuracy in their publication based on IPSO guidelines.

1 mark was awarded for explaining the combined research and planning decision on respecting privacy in their publication based on IPSO guidelines.

Question 3

The candidate was awarded **2 marks**.

1 mark was awarded for describing the research finding about the use of headlines and representation of celebrities in magazines.

1 mark was awarded for describing a research finding about the representation of new information as valuable in magazines.

Note: No marks are awarded for planning decisions as they are not sufficiently well explained in specific detail.

Question 4

The candidate was awarded **3 marks**.

1 mark was awarded for explaining the combined research and planning related to the genre specific topics of a gossip magazine.

1 mark was awarded for describing the research finding about the genre specific language used in a gossip magazine.

1 mark was awarded for explaining the combined genre specific research and planning decision on the use of unflattering and exclusive photos.

Note: The candidate has also submitted four magazine covers referenced in their research with brief observations, but these observations are not relevant.

Section 2: development

The candidate was awarded **13 out of 28 marks** for this section.

Example 1

The candidate was awarded **4 marks**.

3 marks were awarded as the candidate has validly applied knowledge of how to use media techniques and codes in the title of the magazine to create impact.

1 mark was awarded for the evaluative comment about the effectiveness of the phrase 101 in the title and what it expresses about the content of the magazine.

Example 2

The candidate was awarded **4 marks**.

3 marks were awarded as the candidate has validly applied knowledge of how to use media techniques in the use of images selected for the magazine cover to create impact.

1 mark was awarded for the evaluative comment about the potential differential decoding of the pictures chosen. Whilst they refer to two examples, the candidate essentially makes the same evaluative point.

Example 3

The candidate was awarded **3 marks**.

2 marks were awarded as the candidate has described the techniques and codes used in the use of text, but this description is basic and at times unclear. Some of these descriptions are also repetition of points made in earlier evaluations.

1 mark was awarded for the evaluative comment about the effectiveness of the larger text in both drawing attention to controversial stories and appealing to an older target audience.

Note: The final evaluative point about researching stories is not directly relevant to the cover's use of text.

Example 4

The candidate was awarded **2 marks**.

1 mark was awarded as the candidate has described very briefly some other elements of the cover design, but these are very basic, unclear or repetitions of earlier points.

1 mark was awarded for the evaluative comment about effectiveness of the background image in appealing to target audience and associations with a moment when the magazine might be purchased.