

MED 1: Reading the Media - Mark Scheme



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| NAME: | |
| TITLE: | |

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| Level 6 51-60 marks | <p>The answer contains:</p> <ul style="list-style-type: none"> • a confident and well-structured response • a sophisticated grasp of the appropriate Key Concepts. • detail in the response, using material from the text to support and exemplify the points made, without lapsing into general description. • clear evidence of critical autonomy. • confident use of relevant theories where appropriate. |
| Level 5 41-50 marks | <p>The answer contains:</p> <ul style="list-style-type: none"> • a proficient response, • a secure understanding of the relevant Key Concepts, using terminology correctly, • an engaged, mostly thorough response, using material from the text to support and exemplify the points made • some evidence of critical autonomy. • relevant use of theories where appropriate. |
| Level 4 31-40 marks | <p>The answer contains:</p> <ul style="list-style-type: none"> • a sound response • understanding of most of the relevant Key Concepts, using some terminology correctly, • appropriate, if sometimes simplistic, analysis, using some material from the text to support and exemplify the points made. May also include some irrelevant description, • an attempt at critical autonomy, • some reference to relevant theories. |
| Level 3 21-30 marks | <p>The answer contains:</p> <ul style="list-style-type: none"> • an adequate, but possibly rather broad and unfocused, response, • some basic understanding of the Key Concepts • analysis supported and exemplified by material from the text, often alongside irrelevant description. |
| Level 2 11-20 marks | <p>The answer contains:</p> <ul style="list-style-type: none"> • a rudimentary response containing some analysis • reference to some of the Key Concepts. • reference to some material from the text, though much of this may be of little relevance to analysis. |
| Level 1 0-10 marks | <p>The answer contains:</p> <ul style="list-style-type: none"> • a limited response • a superficial use of one (or more) Key Concept. • some isolated points of merit which should be rewarded. |

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