



**Cambridge Assessment
International Education**

Example Candidate Responses – Paper 2

**Cambridge International AS & A Level
Media Studies 9607**

For examination from 2024



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Introduction

The main aim of this booklet is to exemplify standards for those teaching Cambridge International AS & A Level Media Studies, and to show how different levels of candidates' performance (high, middle and low) relate to the syllabus requirements. This document helps teachers to assess the standards required to achieve marks beyond the guidance of the mark scheme.

In this booklet candidate responses have been chosen from the June 2024 exam series to exemplify a range of answers.

For each question, the response is annotated with examiner comments about where and why marks were awarded or omitted. This is followed by comments on how the answer could be improved. There is also a list of common mistakes and guidance for candidates for each question.

Please refer to the June 2024 Examiner Report for further details and guidance.

The question paper and mark scheme is available on the [School Support Hub](#)

9607 June 2024 Question Paper 21

9607 June 2024 Mark Scheme 21

Past exam resources and other teaching and learning resources are available on the [School Support Hub](#)

How to use this booklet

This booklet goes through the paper one question at a time, showing you the high-, middle- and low level response for each question. In the left-hand column are the candidate responses, and in the right-hand column are the examiner comments.

Example Candidate Response – low	Examiner comments
<p>This is a short clip that's full of mystery and enigma the genre is drama, and maybe horror. In the first scene we have an over the shoulder shot of a boy holding an black and white picture which is a semantic code for tragedy, or the passing of someone. We have a non diegetic sound of a mysterious song/composition. In the next scene we have an long distance shot of five guys approaching the boy. Then we have a tracking shot of the boy rushing to get into his car he is scared and in the state of panic and we know that by the way the scene is shot it represents</p>	<p>1 The candidate uses media terminology accurately to make a simple point and gives limited analysis of how meaning is constructed in the extract: 'the genre is drama and maybe horror'. However, they do not identify any elements as examples to support this analysis.</p> <p>2 The candidate uses terminology to make a point and analyses the way that the mise-</p>
<p>Responses are written by real candidates in exam conditions, demonstrating the types of answers for each level. These could be used to discuss and analyse the answers with learners in the classroom to improve their skills.</p>	<p>Examiner comments explain where and why marks were awarded. These help to interpret the standard of Cambridge exams to help learners refine their exam technique.</p>

How the candidate could improve their answer

- The candidate needed to ensure that all points made were linked to points of analysis. The candidate should have avoided simply describing the technical elements used within the extract.
- The candidate needed to make sure that all words used were accurate, so that communication was not impeded, e.g. enigma, not 'enigma'.
- The candidate needed to be clearer in their analysis, e.g. 'drama and maybe horror'.

This section explains how the candidate could improve each response. It helps learners to improve their exam technique.

Common mistakes and guidance for candidates

- Some candidates simply narrated what was seen, or simply described technical elements featured within the extract, e.g. camera shots (long shot), angles (high/low), movement (pan/track), composition, sound and editing techniques (transition, cut). Instead, candidates need to analyse the ways in which meaning is constructed through technical elements within texts, rather than retelling, or describing the sequence. Candidates should avoid simply describing or pointing out technical aspects and focus on how and why meaning is created.
- Some candidates repeated points throughout. This might be a response to cover a wide range of examples and points

This section lists common mistakes as well as helpful guidance from the examiner. This will help your learners to avoid these mistakes. You can use this alongside the relevant Examiner Report to guide your learners.

Question 1

Example Candidate Response – high

Examiner comments

Within episode 1 of Your Honor, the director Berger employs numerous camera, editing, mise-en-scene, and sound techniques to ~~bring~~ lure in viewers in an action-packed scene. With the camera, the scene begins with an establishing shot ~~of the man driving his car and tracking of the man driving his car through the neighborhood.~~ ~~Eventually~~ Eventually, viewers get a look of the inside of the car, in which an over-the-shoulder shot is paired with a high angle of the driver looking at a picture frame he is holding, to which the director purposefully infuses to show that this driver is vulnerable ¹ at the moment, and is trying to memorialize his deceased loved one. As the man reaches his desired site, the camera moves to a wide angle, along with a track of him walking over to the place he wants to leave the picture frame, and a shallow focus (focused on him) is used as he lays down the frame. The director does this to signal to audiences ² that they should pay attention to the man at this moment, especially ~~once he~~ Clever framing is used with the nervous driver returning to his car and his enemies being seen only through his car ~~res~~ window, showing audiences he is about to be followed, and as this happens, the camera pans ³ around the moving car to take viewers along the chase. Amidst this chase, ~~the~~ audiences clearly see the driver's vulnerability through the use of high angles and close-up shots of his worried, anxious face, creating suspense and drama in the clip. ⁴ Suddenly, a rapid pan is used as the accident occurs, ~~at~~ to which the director shows the horror in the driver's ~~eyes~~ mannerisms through a ~~tracking~~ mid shot and tracking ~~to~~ of the driver walking to the accident scene. The clip ends in a purposeful framing of the ~~car~~ car that was following the driver speeding away, viewed through the bottom of the row-

¹ The candidate uses terminology to analyse the way that the 'high angle of the driver looking at a picture frame he is holding', constructs meaning in the extract: 'this driver is vulnerable at the moment' and therefore demonstrates understanding of the key concepts of language and representation.

² The candidate analyses the camera shot, 'a shallow focus (focused on him) is used as he lays down the frame', creating a 'signal to audiences that they should pay attention to the man at this moment'.

³ The candidate analyses the way that the camera 'pans around the moving car' and constructs meaning by 'showing audiences he is about to be followed; to take viewers along the chase'.

⁴ The candidate accurately analyses the way that the camera shows 'high angles and close-up shots of this worried, anxious face' and constructs meaning as 'audiences clearly see the driver's vulnerability; creating suspense and drama in the clip'.

Example Candidate Response – high, continued

Examiner comments

damaged ~~with~~ vehicle.

The director also utilizes many editing techniques, such that a purposeful eyeline match is used as the driver places the frame on the floor and looks off into the distance. With this, viewers subsequently see that a group of people have gathered around him and are staring at him. Audiences here are able to infer that something bad is about to happen, which is confirmed once the driver returns to the ~~at~~ same site and another eyeline match is employed - this time between his worried face and the same picture frame, destroyed. ~~Viewers see~~

The director emphasizes the need for this man to leave the area immediately through the use of ~~cross~~ crosscutting between the man driving and those same people from earlier now following him around. ⁵

Further suspense and anticipation is created amidst ~~the~~ this chase once the director utilizes an insert of the car's gas light turning on - rapidly showing to viewers that the driver's only method of escape is running out of gas, ~~and he is in grave danger. Another~~

Another insert ~~is~~ is used, this time of the man trying to reach for his asthma inhaler while driving. Combined ~~the~~ altogether, these inserts ~~to~~ show to audiences that this man is now in grave danger - ~~his window of escape~~ his time window of escaping successfully is running out. Lastly, a rapid action match of the sudden crash is used, along with cuts to the belongings of the crash victim (a helmet, a shoe, etc.) which ~~also~~ evoke feelings of shock and ~~also~~ drama in viewers, pulling them into the storyline. ⁷

⁵ The candidate uses terminology to analyse the way that the editing technique of 'crosscutting between the man driving and those same people from earlier now following' creates a sense of urgency as this 'emphasizes the need for this man to leave the area'.

⁶ The candidate insightfully analyses the way that the editing shows 'an insert of the car's gas light turning on - rapidly; Another insert is used, this time of the man trying to reach for his asthma inhaler while driving'. This creates impact by showing 'viewers that the driver's only method of escape is running out of gas; Combined altogether, these inserts show to audiences that this man is now in grave danger'.

⁷ The candidate analyses the camera shots, editing and mise-en-scène by stating that 'a rapid action match of the sudden crash; cuts to the belongings of the crash victim (a helmet, a shoe, etc.)' and evoking 'feelings of shock and drama' for the viewers. The candidate uses examples which fully support their expression.

Example Candidate Response – high, continued

Examiner comments

There are many factors with the overall mise-en-scène of *Your Honor*, which give clues to what the clip is about. The ~~cost~~ regular, ~~everyday~~ casual costuming of the driver shows to audiences that this man means no harm and simply wants to commemorate and remember his loved one. On the other hand, the costuming of the people that follow him – tattered 'jose, street clothes suggest that these people are dangerous – allowing audiences to infer that they're even in a gang. There are numerous purposeful props utilized throughout the scene, one of which is the picture frame. Here, the director has the picture ~~to~~ be in ~~a~~ black and white, and a lone flower accompany the frame. This allows audiences to infer that the picture is of the driver's loved one, who recently died ~~at the~~ in the neighborhood he is driving in. ~~For~~ Considering the costuming ^{and mannerisms} of the gang, audiences can assume that the death was a murder. Another important prop used was the asthma inhaler, showing audiences that ~~this~~ the driver ~~needs~~ relies on it to survive – especially ~~in~~ in the harrowing moments where he is followed and needs to escape (creates suspense). Overall, the scene was filmed on location, in a poor, bad neighborhood, which also contributes to the sense of danger emphasized throughout the scene.

The sound techniques used in the clip play a big role in the overall story ~~in which~~, where in the very beginning of the clip a non-diegetic sound ~~is~~ in the form of a serious-sounding score is used, showing viewers that the driver has arrived ~~to~~ to the scene with a mournful purpose. As the driver ~~gets~~ gets out of his car with the frame, the score stops, and the director immerses audiences in the moment with the use of

8 The candidate uses terminology to insightfully analyse the way that the mise-en-scène with 'the costuming of the people that follow him – tattered, loose, street clothes', constructs meaning to 'suggest that these people are dangerous – allowing audiences to infer that they're even in a gang'.

9 The candidate insightfully analyses the way that the mise-en-scène with the 'picture frame; black and white, and a lone flower; costuming and mannerisms of the 'gang', constructs meaning and 'allows audiences to infer that the picture is of the driver's loved one, who recently died in the neighbourhood he is driving in ... the death was a murder'.

10 The candidate analyses the way that the mise-en-scène with 'the asthma inhaler' creates suspense by 'showing audiences that the driver relies on it to survive – especially in the harrowing moments where he ... needs to escape'.

11 The candidate analyses the way that the 'non-diegetic sound in the form of a serious-sounding score', constructs meaning in the extract 'showing viewers that the driver has arrived to the scene with a mournful purpose'.

Example Candidate Response – high, continued

Examiner comments

ambient noise, such as the car door closing, trees rustling in the wind, and birds ~~are~~ chirping. However ~~as~~ once the group of people begin surrounding him, the non-diegetic score returns, this time sounding more ominous. As he is being followed, this ~~is~~ score continues and builds up in sound perspective creating a rapidly-increasing sense of danger in viewers. As the chase ensues, ~~back~~ ambient noise in the form of car sputters/the car-breaking down is used, along with the driver's progressive wheezing due to his lack of inhaler which creates pure ~~raw~~ nervousness and suspense of the danger the driver has found himself in. Finally, a sudden very loud sound perspective of the crash is used, which the director uses to surprise and horrify viewers at this sudden turn of events.

12 The candidate uses terminology accurately to analyse the way that 'the non-diegetic score returns; this time sounding more ominous' and creates an 'increasing sense of danger'.

13 The candidate accurately analyses the way that a 'very loud sound perspective of the crash is used' to 'surprise and horrify viewers at this sudden turn of events'.

Overall, through over 13 points of analysis, and across all four micro-elements (camera shots, angles, movement and composition; sound; mise-en-scène; editing) the candidate provides evidence of a thorough understanding of and effective reference to the key concepts of language and representation. They also use a range of media terminology accurately to help make effective points.

**Total mark awarded =
21 out of 25**

How the candidate could improve their answer

- The candidate could have employed sophisticated terminology more frequently, e.g. use connotation, rather than infer. They could also have used more sophisticated descriptive language in relation to sound and editing, such as soundtrack, sound effects, diegesis, pace, and continuity.
- The candidate needed to demonstrate more insightful examples, such as how the differences between the two representations of 'men' create meaning in relation to race/ethnicity, and gender (representation of people), or by identifying the specific elements of the location which denote that it is 'poor' (representation of places).
- The candidate needed to demonstrate a more sophisticated understanding of and insightful reference to the key concepts of language and representation, moving away from the simplicity of high angles and close-ups, to framing and composition.
- The candidate could have demonstrated a more insightful understanding of the social significances explored in the extract, such as the racism and class issues.
- The candidate could have utilised theories, such as Judith Butler's theory of gender performativity and Levi Strauss' theory of binary opposition to provide evidence for their points of analysis.

Example Candidate Response – middle

Examiner comments

In the extract 'Your Honor' meaning is constructed through themes of racial conflict, poverty and it's ~~relationship~~ links to violence and death and mourning are also represented. These ~~of~~ themes are portrayed through mise en scene, sound, camera and editing.

Firstly, we see an extra long ~~the~~ shot which is pushing in with a camera tilt. This shot is used to ~~be~~ show a car driving along the motorway in a poor part of America, Louisiana. This foreshadows the role of the car in this extract.

Non-diegetic music with a low tone is used ~~to~~ from the beginning of the extract. This ~~stays~~ heightens the tension of the extract from the ¹ start and foreshadows a thriller ~~could~~ ~~the~~ encourages the audience to question what the extract is about and engages them.

An establishing shot is used to highlight the poverty of the area the car is driving through. This ² is used to create a sense of unease for the audience and potentially foreshadows danger.

We then see the young man stop the car and ~~on~~ over the shoulder shot is used, ~~to~~ showing someone who has died in his life - potentially his mother. A medium shot is then used to show the young man walking to a well, a shallow depth of field ³ is used when he places down the picture. This is done to show the thoughts racing through his

¹ The candidate uses media terminology appropriately to make a clear point and analyse the way that 'non-diegetic music with a low tone is used from the beginning of the extract' and creates tension as this 'foreshadows a thriller'. This shows a clear understanding of the key concepts of language, through a clear and appropriate selection of an example.

² The candidate analyses the way that the mise-en-scene of 'poverty' is generally used to 'create a sense of unease for the audience and potentially foreshadows danger'. This shows some understanding of the key concepts of language and representation of places and of the social significances explored in the extract.

³ The candidate uses media terminology appropriately to make a clear point and analyses the way that the camera shot as a 'shallow depth of field' creates 'a sense of loss and factors in to the theme of death and mourning and also into the stereotype that death is inevitable' creating a sense of depression'.

Example Candidate Response – middle, continued

Examiner comments

mind. This creates a sense of bias and faction in to the theme of death and mourning and also into the stereotype that death is inevitable, this creates a sense of depression. A shot reverse shot is used to represent the young man's intimidation from these men. We then see a medium tracking shot of the man getting into his car hurriedly ~~at the~~ as he slams his door shut. This heightens the tension and then a shallow depth of field is used to ~~to~~ blur out the faces of these people. This leads the audience to question – who are these people? This also factors into the stereotype of young black men in America and themes of gangs and violence and ~~and~~ using Levi-Strauss's theory of binary opposition, creates a theme of black vs white.

The young man then starts to drive off hurriedly, a series of close ups are used to show the sheer fear on his face. This leads the audience to question – who is he?, why do these men want to harm him? and ~~and~~ why he is in that area in the first place.

As he drives off, a long shot is used to show these potential gang members walking towards the car in a group. One of these men is wearing a red shirt – this foreshadows danger and engages the audience. **5**

We can see a motif on action being used when the boy is hurriedly driving. This shows that the boy is unfamiliar with the area and

4 The candidate uses terminology appropriately to analyse the way that 'A shot reverse shot is used to represent the young men's [sic] intimidation from these men' and that this 'heightens the tension; This leads the audience to question – who are these people?'. The candidate shows an effective understanding of the social significances explored in the extract.

5 The candidate analyses the way that the mise-en-scene of a 'red shirt', constructs meaning as it 'foreshadows danger'. This is somewhat simplistic phrasing but demonstrates the clear and appropriate selection of an example.

Example Candidate Response – middle, continued

Examiner comments

creates a sense of panic and adds to the tension. This foregrounds a potential accident within a gym. An eyeline shot is used to show the boy trying to get the inhaler. We can see the young man wheezing for his inhaler - this use of a diegetic music is used to heighten portray his panic. A camera tilt is the used to show the boy trying to reach his inhaler. This shows that the boy is asthmatic and falls into the stereotype of the skinny, nerdy guy. ~~The car stopping~~ The diegetic sound of the car stopping signifies that the car is going to stop soon. This heightens tension and foregrounds the crash.

The boy has timid, closed-off body language throughout the extract. This shows that he is quiet and encourages the audience to think he has something to hide. The young man is wearing a white shirt and riding in a light coloured car. This signifies purity and innocence and further leads the audience to question why he is in this neighbourhood and what links his own has to it - possibly the store owner?

The young man comes back to his original place after driving around for a bit. ~~He is~~ A camera pan is used to show the broken picture of his mother. An eyeline shot is then used to show the heart break on his face. This shows the heart break on his face which shows the relationship he had with his mother was strong. This contributes to the stereotypical of violence and threat of violence.

6 The candidate uses terminology and analyses the way that 'An eyeline match is used to show the boy trying to get the inhaler ... and the use of diegetic music' has been used to construct meaning in the extract 'to portray his panic'. Although the phrasing is not entirely clear (see, rather than hear), and the word 'music' is used in place of 'sound', the candidate clearly understands the meaning of the media terminology 'diegetic'.

7 The candidate makes a clear point and analyses the way that the mise-en-scene of the 'inhaler' is used to show 'that the boy is asthmatic and falls into the stereotype of the skinny, nerdy guy'.

Example Candidate Response – middle, continued

Examiner comments

In such neighbourhoods.

Non-diegetic sound is used for show of the boy driving off again. This is used when we see a black car approaching in his rear view mirror. Multiple short reverse shots are used to show the panic in the boy's facial features the tension. This leads the audience to question who is in the black car and what led to the young man's death.

We then see ^{action} an engine ~~of~~ of the boy driving recklessly before the crash. This builds tension and foreshadows potential death.

We see the young man crash into a black man. This continues to the black vs white binary opposition. Close up are used of the man's chosen car helmet to show the significance of the crash.

We see a liquid coming from the bottom of the car - this represents blood on death. A slip of focus is then used to focus on the mysterious black car driving off. This leads the audience to question the black car involvement in the crash.

We can then see ~~the young~~ a tracking shot of the young man walking towards the victim. This builds tension and makes the audience question who that man is.

8 The candidate makes a clear point analysing the way that the mise-en-scene where a 'young man crash into a black man', constructs meaning as this 'contributes to the black vs white binary opposition'. Although the description is somewhat simplistic (white / black) and may not appropriately describe the ethnicity of the characters, nor the actors who portray them, the candidate does show a clear understanding of the key concepts of language and representation and of social significances.

Example Candidate Response – middle, continued

Examiner comments

In Conclusion, many aspects of the extract help it to construct meaning. Themes of poverty ~~and~~ such as the small old houses and the stray animals. This contributes to the binary opposition of crime vs peace. To use Propp's character description - the young black men can be seen as the villains. The flower that is used on his mother's picture foregrounds the love they shared. He seems lost without her. We see themes of panic and anxiety - potentially stemming from the death of his mother.

9 The candidate uses theory appropriately to make a point and analyse the way that 'Propp's character description' constructs meaning for the viewer as 'the young black men can be seen as the villains'. Although the candidate does not identify aspects of the characterisation which would support the analysis, this still demonstrates a clear understanding of the social significances explored in the extract.

Overall, through nine points of analysis, and across all four micro-elements (camera shots, angles, movement and composition; sound; mise-en-scène; editing) the candidate provides evidence of a clear understanding of and appropriate reference to the key concepts of language and representation. Media terminology is used accurately to help make (mostly) clear points.

**Total mark awarded =
15 out of 25**

How the candidate could improve their answer

- The candidate needed to be more precise in their use of descriptors and use more sophisticated, and effective media terminology. They also needed to ensure that all words used were accurate, e.g. sound, not music.
- The candidate needed their points of analysis to be more specific and therefore more effective, e.g. exactly what about the location signifies that it is situated in America and exactly how is the role of the car foreshadowed within the extract and what is that role?
- The candidate needed to avoid generalisations like 'black', and 'white' and be more descriptive and specific.
- If the candidate had planned the structure of the response, this may have helped to avoid repetition and build more effective and sophisticated points by linking aspects of analysis to multiple examples from the extract. The response does not have to follow the narrative order of the extract.

Example Candidate Response – low

Examiner comments

This is a short clip that's full of mystery and enigmas. The genre is drama and maybe horror. In the first scene we have an over the shoulder shot of a boy holding a black and white picture which is a semantic code for tragedy, or the passing of someone. We have a non diegetic sound of a mysterious song/composition. In the next scene we have an long distance shot of five guys approaching the boy. Then we have a tracking shot of the boy rushing to get into his car he is scared and in the state of panic and we know that by the close-up shot we were shown which represents feelings and emotions. We have a long shot of five guys following the car but not walking to fast. We can see that there is no one on the streets and that's a semantic code for danger.

- 1 The candidate uses media terminology accurately to make a simple point and gives limited analysis of how meaning is constructed in the extract: 'the genre is drama and maybe horror'. However, they do not identify any elements as examples to support this analysis.
- 2 The candidate uses terminology to make a point and analyses the way that the mise-en-scene with its 'black and white picture' constructs meaning as 'a semantic code' for tragedy, or 'the passing of someone'.
- 3 The candidate analyses the way that the 'close-up shot' creates meaning for the viewer as 'he is scared' and in a 'state of panic'; representing feelings and emotions'. There is a lack of explanation as to precisely which of the elements constructed for the production denote that the character is scared, or how a close-up shot can connote feelings and emotions.
- 4 The candidate uses terminology to make a point and analyses the way that the mise-en-scene where 'there is no one on the streets' highlights that this is a 'semantic code' in the extract 'for danger'.

Example Candidate Response – low, continued

Examiner comments

unsafety, problem. The boy looks like he doesn't know what's going on because he didn't do anything wrong to provoke anyone and that creates enigma and mystery to this situation.

We have an extreme close-up shot of the boy trying to reach his pills, and he needs them because we have a close-up shot of him sweating and panicking and an diegetic sound where we can hear he has trouble breathing then we have an over the shoulder shot, and a shot in the car mirror where we can see that there is a car following him, that's when his panic gets worse and as he reaches to grab his pills that he can't reach an accident happens we hear the car getting hit by a

motor cycle through diegetic sound, we also hear the noise of the gun's hat landing on the ground. In the next scene we see the car that was behind turning away and we hear tire breaks through diegetic sound. Then we have a tracking shot of the boy walking, and we get the impression that there are no emotions left on his face just pure shock, but without panic this time, and we also see that by close-up shot. I forgot to mention we see a shot of a chicken that running around on an empty street, that's a cultural code for a village.

5 The candidate makes a point and analyses the way that 'he didn't do anything wrong to provoke anyone' constructing meaning in the extract creating enigma and mystery.

6 The candidate makes a clear point stating that a 'close-up shot of him sweating and panicking' along with a 'diegetic sound where we can hear he has trouble breathing'. However, there is no analysis of the way that these technical aspects have been used to construct meaning in the extract and so it is descriptive.

7 The candidate uses media terminology to make a simple point of 'we hear tire breaks through diegetic sound'. However, this is descriptive.

**Total mark awarded =
10 out of 25**

How the candidate could improve their answer

- The candidate needed to ensure that all points made were linked to points of analysis. The candidate should have avoided simply describing the technical elements used within the extract.
- The candidate needed to make sure that all words used were accurate, so that communication was not impeded, e.g. enigma, not 'enigdma'.
- The candidate needed to be clearer in their analysis, e.g. exactly what about the extract signifies that the genre is 'drama and maybe horror'.
- Avoiding generalisations like close-up represents feelings and emotions, might have helped the candidate be awarded more marks. The candidate needed to be more analytical and use specific examples from the extract, from across all the micro-elements (camera shots, angles, movement and composition; sound; mise-en-scène; editing).
- The candidate could have planned the structure of the response to avoid repetition and built clearer points by linking aspects of analysis to more than one example from the extract. The response does not have to follow the narrative order of the extract.

Common mistakes and guidance for candidates

- Some candidates simply narrated what was seen, or simply described technical elements featured within the extract, e.g. camera shots (long shot), angles (high/low), movement (pan/track), composition, sound and editing techniques (transition, cut). Instead, candidates need to analyse the ways in which meaning is constructed through technical elements within texts, rather than retelling, or describing the sequence. Candidates should avoid simply describing or pointing out technical aspects and focus on how and why meaning is created.
- Some candidates repeated points throughout. This might be avoided if they were to plan the structure of their response to cover a wide range of examples and points of analysis.
- Candidates sometimes reduced analysis to simple points, such as colour analysis (black is bad, white is good). Candidates should elevate their analysis beyond such simplistic points to consider the representation of people and places.
- Candidates need to ensure that analysis is specific to the content of the extract and not generic.
- Inaccurate use of terminology, e.g. using the term 'jump cut' instead of 'cut' or misunderstanding non-diegetic – candidates should check their use of terminology.
- Some candidates did not identify sound and editing – candidates should ensure that examples from all the micro-elements are covered (camera shots, angles, movement and composition; sound; mise-en-scène; editing).
- Some candidates superficially applied theory and, in some instances, did not reference theory at all – use theory where relevant.
- Many candidates explained terminology, or theories, rather than using them as a point of analysis – link everything to a point of analysis in relation to how meaning is created within the extract.

Question 2

Example Candidate Response – high

Analyse the relationship between media ownership and media content in the area you have studied.

Since the invention of Web 2.0 and the proliferation of high-speed broadband in the early 2000s, the media landscape has transformed irreversibly, with better technology accessible to larger corporations, and 'infinite shelf space' for smaller productions being available. **1**

Disney is one of the 'big five' multimedia conglomerates, which altogether dominate around 80% of the film market. Its undeniably large ownership of the media has affected what content is produced, marketed and distributed, and how ~~it is~~ ^{it is} as well. Curran and Seaton state that the media is owned by 'a small number of large companies', and that this concentration 'limits creativity, variety and diversity'. In 2019, Disney released 'The Lion King' as a remake of the original 1994 film. Jon Favreau was selected as the director, who is well known for high production blockbuster films. This is the first example of Disney sacrificing creativity for ~~global~~ ^{global} attraction. Because of Disney's large media ownership, and therefore large budget of \$280 million, they were able to access high end technology, which was groundbreaking in that it straddled a fine line between virtual and augmented reality. The cast wore headsets and filmed in a digital African Savannah which was created on Unreal Engine. Whilst this technology was groundbreaking, it most likely served as a unique selling point to distract from the use of the same script, music, and voice actors like James Earl Jones. Essentially the film was a shot-for-shot remake, cleverly creating hype around the means it was created with rather than the film itself. This applies to what **2** **3**

Examiner comments

1 The candidate shows understanding of audience and industry using media terminology 'Web 2.0' to refer to 'the proliferation of high-speed broadband'. This demonstrates an understanding of wider issues, e.g. technological convergence. The candidate's factual knowledge of contexts and debates where better technology is 'accessible to larger corporations', and there is 'infinite shelf space' for smaller productions' are relevant and link to the question.

2 The candidate uses the terminology, 'multimedia conglomerates' and effectively references that this dominates 'around 80% of the film market'. This shows an understanding of wider issues, e.g. media ownership and institutions. The candidate also analyses Disney as an appropriate case study to explore film and uses a relevant theory effectively, Curran & Seaton.

3 The candidate uses the terminology, 'virtual and augmented reality' to effectively reference that with a 'large budget of \$280 million, they were able to access high end technology'. This shows an understanding of wider issues, e.g. symbiosis, or efficiencies in relation to the cost of production. The candidate's factual knowledge of contexts and debates that 'most likely served as a unique selling point' are relevant. The terminology 'Unreal Engine' is used to analyse the Lion King, 2019, applying a relevant theory effectively, Curran & Seaton.

Example Candidate Response – high, continued

Examiner comments

Curran and Seaton say about 'large companies', as the now twenty three live action remakes are definitely limiting variety ⁴ and as a result causing 'franchise fatigue'. Not only did Disney's ownership affect production, it also influenced how the film was marketed. Because of their reach, Disney was able to cast Beyonce as 'Nala', which was practically its own subset of the film's campaign. Her following of 310 million at the time, along with other cast members like Donald Glover and Seth Rogan would have massively contributed to their goal of attracting wider audiences. ⁵ These superstars, however, were cast for their names and their numbers, not their creativity or talent. As Hesmondhalgh puts it, oligopolies like Disney 'minimise risk, maximise profit'. Disney covers the risk of audiences not liking films by remaking already loved and successful films, and maximises profit by using superstars to gain popularity. Disney also essentially 'remade' the advertising campaign for the original 1994 movie, as the same merchandise was used, but again, newer technology disguised this, like their immersive digital Star Wars experience at Disneyland. For 'The Lion King', Disney did co-branded advertisements with the likes of McDonalds, Pandora and Jeep, who used footage of their car driving through the savannah filled with 'The Lion King' characters. They were able to show these ads on Disney+ thanks to ^{thanks to horizontal integration} vertical integration, and in cinemas sharing films like Star Wars (another remake), owned by Lucas Film, who Disney bought. ~~the ownership is~~ ^{their ownership is} ~~ultimately~~ ^{ultimately} ~~as a large oligopoly~~ ^{as a large oligopoly} this profit is all that matters, and ~~ultimately~~ ^{ultimately} affecting the way their content is made, marketed and distributed. ⁷

⁴ The candidate refers to 'franchise fatigue', in relation to Disney's live action remakes. This effectively demonstrates an understanding of wider issues, e.g. consumer choice.

⁵ The candidate states that 'Disney was able to cast Beyonce as 'Nala'; along with other cast members like Donald Glover and Seth Rogan', demonstrating an understanding of wider issues, e.g. cross-promotion; cross-media synergies; competition. The candidate uses a relevant theory effectively to support, Hesmondhalgh.

⁶ The candidate uses the terminology 'merchandise' to effectively refer to 'co-branded advertisements with the likes of McDonalds, Pandora and Jeep'. This shows an understanding of wider issues, e.g. cross-media synergies, marketing, partnerships. The candidate's factual knowledge of contexts and debates stating that 'they were able to show these ads on Disney+ thanks to vertical integration' are relevant and effectively link to the question.

⁷ The candidate references 'Lucas Film, who Disney bought', demonstrating an understanding of wider issues, e.g. competition, market share. The candidate's factual knowledge of contexts and debates is evident: 'Ultimately as a large oligopoly this profit is all that matters'. The candidate also uses media terminology, 'horizontal integration' to analyse an appropriate example, Disney, Lucas Film.

Example Candidate Response – high, continued

Examiner comments

*The Lion King' was premiered in 70 countries and grossed \$1.63 billion worldwide, meaning despite its critical failure it was a financial success.

In 2019, Fable Pictures, an independent production company owned by Faye Wood released a British film called 'Rocks'. Because of Fable's miniscule media ownership compared to Disney, their film is very different in every way. In comparison to Disney's virtual/augmented reality digital landscape, 'Rocks' was filmed mainly in ^{handheld} landscape, with some iPhone selfie shots taken in portrait mode. Instead of casting stars like Beyonce, the producers went around London doing workshops, and ended up casting schoolgirls with no acting experience, ~~and~~ solely for their creativity. Regarding Curran and Seaton's media ownership theory, because Fable isn't a 'large company', they value creativity, variety and diversity, and regarding Hesmondhalgh's theory, profit is not of concern to them. However, Fable still needed funding for their project, so they sold 25% of the company's production rights to Sony, and the budget of £3 million came from the British Film Institute, Film4 and Wellcome Trust. After Covid started Faye Wood ^{and the internet's infinite white space} ^{- a theory by Chris Anderson describing the internet's unlimited storage} ~~unhappily~~ sold 'Rocks' to Netflix. Because of streaming, which is relatively new, the film was able to 'survive' a pandemic it wouldn't have a decade ago. In contrast to 'The Lion King' premiering in 70 countries and grossing over \$1.6 billion, 'Rocks' premiered in less than 30 cinemas around London, and the profit/loss isn't known, but independent projects rarely break even let alone make money. The film's release details highlight its regional identity, which manifested as a result of the production's ownership being small. Ultimately 'Rocks' is a direct opposite to 'The Lion King' in every way. whilst

8 The candidate states that 'Fable isn't a large company, they value creativity, variety and diversity; profit is not of concern to them', demonstrating an understanding of wider issues, e.g. media ownership and institutions; competitions; independent. Media terminology, 'budget; rights' is used accurately to analyse an appropriate case study, 'Rocks; Fable Pictures' to explore film. A relevant theory is applied effectively, Hesmondhalgh; Anderson.

Example Candidate Response – high, continued

Examiner comments

Disney favour profit over creativity, variety and diversity. Fable disregards money and aims to create an authentic piece of cinema.

There is also a correlation between ownership and content in the music world. The now independent artist 'Raye' used to be signed to the record label 'Polydor'. This relatively large company valued the profit that came from Raye's music over her creativity as an individual. She was used only for backing vocals, and ended up becoming 'the voice that DJs use' rather than an artist herself. However, after terminating her contract she released the album 'Escapism' which blew up on TikTok. Like Fable Pictures, Raye was able to use the internet's infinite shelf space to her advantage, marketing projects for free. After doing this she became more well known and was able to make the music she wanted to, when she wanted to. This contrast of before and after she was signed to a label highlights the damage large ownership has on creativity, variety and diversity, despite its advantages in making profit.

9 The candidate refers to how 'Raye was able to use the internet's infinite shelf space to her advantage, marketing projects for free', demonstrating an understanding of wider issues, e.g. media ownership; technological convergence; independent. The candidate's factual knowledge of contexts and debates where the 'contrast of before and after she was signed to a label highlights the damage large ownership has on creativity' are relevant. The candidate uses the terminology, 'independent' accurately to analyse an appropriate case study, 'Raye; Polydor; Escapism' to explore music.

Overall, through over nine points of analysis the candidate provides evidence of a thorough understanding of and effective reference to the key concepts of audience, and industry. There is a clear analysis of texts from multiple case studies used to explore film, and music. They also use a range of media terminology accurately to help make clear points. There is a fully effective and appropriate selection of examples from a range of texts.

**Total mark awarded =
19 out of 25**

How the candidate could improve their answer

- The candidate could have developed a more sophisticated understanding of the key concepts of audience and industry and evidence this through insightful references to wider issues.
- The candidate could have engaged in debates in relation to the current state of the media industries, weighing up the pros and cons. The candidate needed to evidence more detailed factual knowledge of contexts and debates linked sophisticatedly to the question.
- The candidate needed to develop technical vocabulary in relation to industry and audiences and in response to the question. They could have used a wider range of terminology with sophistication to make subtle points.
- The candidate needed to evidence a more in-depth, sophisticated and insightful analysis of texts.
- The candidate could have engaged more critically with a variety of media theories to ensure that they were understood and could be successfully applied, where appropriate. They could have used these theories sophisticatedly to explore the question.
- Presenting information from only 2–3 case studies is self-limiting. The candidate needed to evidence an insightful and fully appropriate selection of examples from a wider range of texts.

Example Candidate Response – middle

Examiner comments

There is a direct relationship between the ownership and content of media produced. This is because we find that production companies which are owned by conglomerates tend to all follow a similar format as opposed to the independent owned production companies.

For example we find that ~~content that~~ media content which is produced and distributed by conglomerate owned media institutions, ¹ tend to follow a similar format, which highlights the similar relationship media content has with the ownership. Additionally this will abide to Curran & Seaton's theory that all media institutions are primarily driven by profit and power. ² Top Gun Maverick is a great example of how conglomerate owned companies produce similar content. TCM consists of A list actors, is a sequel of the original Top Gun, and consists of very similar nostalgic scenes from the original film. This has resulted in the 12th highest grossing film of all time. ³ This format is very similar to that of other large production companies like Disney. We can compare this to the ~~the~~ media content of the Avengers. The Avengers tends to follow the same format of TCM, such as the use of A list actors, and a similar concept as all of the other films before it. This highlights the relationship of media content which is produced by ~~the~~ conglomerate owned companies, as

¹ The candidate clearly demonstrates an understanding of industry using terminology to make their point, stating that the 'conglomerate owned media institutions, tend to follow a similar format'. This shows an understanding of wider issues, e.g. media ownership and institutions, consumer choice. The candidate also demonstrates some factual knowledge of contexts and debates linked to the question: analysing the relationship between media ownership and media content.

² The candidate adds to this point by referencing Curran & Seaton's theory that all media institutions are primarily driven by profit and power.

³ The candidate continues to build on this point by appropriately analysing 'Top Gun, Maverick' as an appropriate case study and providing an additional example of Disney. This adds more evidence to the candidate's understanding of the key concepts of audience and industry.

Example Candidate Response – middle, continued

Examiner comments

they are all similar and follow the same formatting as one another. Curran & Seaton's theory can further be integrated with this as this results in a lack of creativity in the media ~~product~~ distributed, and rather these companies are driven by profits which is ⁴ the reason for their use of big names and similar concepts in order to attract an extremely ~~big~~ broad target audience.

On the other hand, smaller independently owned media institutions tend to produce very diverse and creative content, and has no direct relationship with the companies that own them. For example IAC Films who produced Everything Everywhere All At Once (EEAAO) do not follow the modern, ⁵ conglomerate media formatting, but instead have produced a very unique and creative film. This is because independent companies need to emphasize their unique selling point as they cannot attract customers as easily, by for example using A list actors.

In conclusion, we can see that the relationship between media content and ownership is very similar when it comes to media texts produced by conglomerates like Universal & Columbia, but it doesn't relate to the smaller independent companies.

⁴ The candidate clearly demonstrates an understanding of audience and industry, using terminology, stating that 'this results in a lack of creativity in the media distributed'. This exploration clearly shows their understanding of wider issues, e.g. media ownership and institutions, consumer choice. The candidate also demonstrates factual knowledge of contexts and debates by analysing the relationship between media ownership and media content: 'in order to attract an extremely broad target audience'.

⁵ The candidate makes a clear point stating that 'smaller independently owned media institutions tend to produce very diverse and creative content'. They demonstrate some factual knowledge of contexts and debates linked to the question. The use of media terminology is evident in the phrase a 'unique selling point' and this is appropriately used to analyse the example of 'IAC Films; Everything Everywhere All At Once... a very unique and creative film'.

Overall, through over five points of analysis the candidate provides evidence of a clear understanding of and appropriate reference to the key concepts of audience, and industry to explore film.

**Total mark awarded =
15 out of 25**

How the candidate could improve their answer

- The candidate needed to demonstrate a more thorough understanding of the key concepts of audience and industry by making more points, exploring more issues and effectively linking these points to the question through a range of media terms.
- The candidate could have evidenced a more thorough and effective analysis of more case studies, or more detailed case studies.
- The candidate needed to demonstrate their understanding of theories by explaining them in relation to the question and examples provided. It is not an effective use of theory to simply state or outline one aspect.

Example Candidate Response – low

Examiner comments

When looking into audience, they fall into four different sectors. below 25, no female, above 25 female, below 25 male, and above 25 male. These sectors are targeted with different movie types and can develop even more targeted or wide depending on the style of media shown. Within this essay I am going to be ~~explaining the difference~~ 'evaluate the way in which audiences are actually active participants or not.

When comparing different audiences it is important to look at the comparison of them within different companies. The companies I will be looking at within this essay are Disney and the BFI. These 2 companies contrast mainly by funding, marketing and distribution. It is important to understand how audiences differentiate when addressing a different company.

When looking into the Disney case study, it is important to understand that they are funded by infinite pools of money and multiple revenue streams. The company itself is an oligopoly company owning over 200 companies within, completely dominating the market. The company ~~itself~~ ^{Disney itself} worth £300 million. As well as it being part of the big 5, its income doesn't even climax there but through parks, cruises and experiences all over. With its market share being over 38% it just dominates the market. Disney is the prime example of following its own theory of just maximising profit but at a minimum risk.

A case study which conforms to the theory of minimising risk and maximising profit is Aladdin 2019. Aladdin 2019 is the remake of a Disney princess selective which Disney have been building over the last 2 decades creating one of the largest markets for the younger audience. The main character within this film

1 The candidate demonstrates some understanding of key concepts by stating some factual knowledge of contexts and debates: 'funded by infinite pools of money'.

The candidate uses terminology to make a simple point, 'an oligopoly company owning over 200 companies within', demonstrating some understanding of wider issues, e.g. media ownership and institutions, competition, market share, domination. The candidate analyses a limited but generally appropriate case study, Disney. Although media theory is referenced, this is not considered secure.

2 The candidate shows some understanding of audience but with a limited factual knowledge of contexts and debates. A simple point is made which is not clearly linked to the question. The candidate analyses 'Aladdin, 2019' a generally appropriate text. Media theory is referenced, although this is not considered secure, rather simply stated: 'Alvin Toffler's theory of being a prosumer; Chris Anderson's Long Tail theory'.

Example Candidate Response – low, continued

Examiner comments

'Jasmine' has already built fanbase online. This audience is active through its role of consuming products and then producing responses back to it through fan based art, videos and reinterpretation of the adaptation. This makes them conform to Alvin Toffler's theory of being a prosumer. ~~When~~ Other way the audience has become involved with a film is primarily through social media, warning the consumer out and lastly by writing up opinions and thoughts of the film for other people to see, e.g. film reviews. This conforms to Chris Anderson - Long Tail theory of other people taking opinion from one person who has become an active participant for the film.

However the company which contrasts from this company is the BFI. The British film institute is funded by the government and national lottery, recently going down in funding by 8% in the recent years. They unlike Disney follow a very niche and creative criteria of only funding films which are developed by independent companies, whom will have a much more niche and smaller audience.

A case study which conforms to these standards is 'Blinded by the Light' (2019). This film follows a parastate boy through his

3 The candidate demonstrates some understanding of audience and industry and uses media terminology accurately to make a simple point: 'which will have a much more niche and smaller audience'. This demonstrates a limited understanding of wider issues, e.g. media ownership and institutions; independent. The candidate accurately analyses the BFI as a limited, but generally appropriate 'case study'.

Overall, this candidate provides limited evidence from a generally appropriate selection of examples, to explore film.

**Total mark awarded =
10 out of 25**

How the candidate could improve their answer

- The candidate might have managed their time more effectively by giving equal time to each question (as weighted).
- The candidate needed to be more specific and provide more detail to ensure clarity.
- The candidate needed to write about more than one case study or provide more detail.

Common mistakes and guidance for candidates

- Some candidates did not use any case study material at all.
- Some candidates referenced case studies, or theories that were not recent, or relevant (usually due to their historic nature, e.g. Star Wars, Jurassic Park, that are from more than 5 years ago).
- Presenting information from only 2–3 case studies is self-limiting; candidates should be given more freedom to research each media area outlined in the specification and encouraged to build their own resources and case studies from each area (and perhaps even across various industries), while retaining a focus on one media area, e.g. video games.
- Candidates need to make sure they can use terminology fluently.
- Candidates need support to develop technical vocabulary in relation to industry and audiences and in response to the question. Examples are fandom, synergy, convergence, prosumerism, conglomerate, oligopoly and hegemony.
- Candidates who did not address the question tended to provide a generalised overview and superfluous facts. Candidates should be encouraged to apply their case study examples to the question as set, rather than presenting factual information, e.g. a potted history of Disney.
- Some candidates focused on facts, without providing any analysis.
- Some candidates focused on companies, rather than media texts.
- A few candidates provided a historical overview limited to facts, such as release dates and box office revenue or provided irrelevant information about theme parks.
- Many candidates did not provide any evidence of an understanding of wider contexts or critical debates.
- Some candidates did not focus on answering the question set.
- Some candidates did not engage with any theories, or superficially referenced older and less relevant theories, such as the Hypodermic Model, Two-Step Flow or 'The Big 5'.

Question 3

Example Candidate Response – high

Examiner comments

AUDIENCES - MEDIA CONTEXT

With the development of the internet and new technologies, audiences are beginning to play a bigger role in the production and distribution of media content. They are now seen as active participants and they influence what is made, or even on some occasions make their own content.

In ^{our} supply and demand market nowadays characterized by competition, all media companies, even the conglomerates, are required to play up to the ~~the~~ consumer's needs. ~~Glass Onion~~ Netflix's recently released movie ~~the~~ Glass Onion (2022) for example, have been adopting new strategies to heighten audience engagement. They introduced a new release model composed of a 7 day theatrical release, a 30 day wait, then launching on Netflix, which has created scarcity and online buzz, ~~also~~ spiking the interests of audiences and encouraging them to pay a visit to the cinema. They also utilize franchising to reach a more diverse target audience, ~~introducing~~ introducing escape rooms, tv spinoffs and ~~also~~ merchandize that could ~~also~~ cross-promote their movie. ~~They also~~ Because of the audience's persistent interest in big-budget blockbuster films, they sacrificed creativity ~~for~~ ^a ~~the sake of~~ ~~safe~~ investment in ~~genre~~ more with a genre murder mystery plotline and A-list celebrities. Hesmondhalgh believes that companies tend to minimize risk and maximize

1 The candidate shows an understanding of audience by effectively referencing 'active participants'. The candidate's factual knowledge of contexts and debates is evident with 'they influence what is made, or even on some occasions make their own content' and effectively links this to the question.

2 The candidate shows an understanding of audience and industry using terminology, such as 'conglomerates', 'target audience' and 'cross-promote' to refer to 'a new release model'. The candidate demonstrates an understanding of wider issues, such as 'all media companies, even the conglomerates ... play up to the consumer's needs', relating to consumer demand. Their knowledge of contexts and debates 'introducing escape rooms, tv spinoffs and merchandize that could cross-promote their movie' are relevant and effectively link to the question. The candidate analyses Netflix's 'Glass Onion, 2022' as an appropriate case study to explore film and uses a relevant theory effectively, Hesmondhalgh.

Example Candidate Response – high, continued

Examiner comments

profit, and due ~~to~~ to companies' need to appeal to consumers, they will produce whatever content that will bring them attention and profit. Because of this, audiences ^{now} are more actively involved in what content is being produced ~~as~~ as they made only for their consumption.

On a more positive side, audiences becoming ~~an~~ active participants has enabled smaller productions to reach a wider audience as people can share through social media the content that they enjoy. This is how *Host (2020)*, produced by shadowhouse and released on Shudder gained global attention. It utilized the grass root activity, ^{which is} marketing using collective activity on a basic and local level, and the film was shared in an organic manner on social media between users. It was able to become popular as it captured the zeitgeist of COVID-19, allowing consumers to relate to its content. Jenkins believe that the spreadability of content is now crucial to their success, stating "if it doesn't spread, it's dead," as participatory culture has made audiences an active and fundamental part of the marketing process.

social isolation theme and synergy with zoom captured

The music industry used to ~~only profit~~ ^{profit} mainly from the sales of CDs and records, but the internet has introduced new ways in which they can interact with and profit from audiences, resulting in a fall in CD sales since 2004. The emergence of tech giants like TikTok has brought new ways for consumers to

3 The candidate uses 'social media' to effectively argue that 'audience participants has enabled smaller productions to reach a wider audience as people can share through social media the content that they enjoy'. This exploration effectively demonstrates an understanding of wider issues where 'the spreadability of content is now crucial to their success', relating to technological convergence and active participation. The candidate uses terminology, such as 'organic' and 'zeitgeist' to effectively analyse an appropriate case study, *Host, 2020* and explore film. They use a relevant theory effectively, Jenkins.

4 The candidate uses the terminology 'platform' and 'prosumers' to effectively reference 'a platform that combines different media areas (video and music)'. This effectively demonstrates an understanding of wider issues, such as the 'emergence of tech giants like TikTok has brought new ways for consumers to interact with music', relating to technological convergence and social media interaction. The candidate's factual knowledge of contexts are relevant and evaluate the ways in which audiences are active participants. The candidate uses terminology, 'synergies', accurately to analyse Universal and Tik Tok as an appropriate case study to explore music. They use a relevant theory effectively, Curran & Seaton.

Example Candidate Response – high, continued

Examiner comments

and ← encouraging them to actively engage with music

interact with music, as they are presented with a platform that combines ~~different~~ ^{different} media areas (video and music), and allows users to make their own content to the ~~the~~ music they listen to, introducing the idea of prosumers. This has aided ~~the~~ synergies between previously separate companies, such as Universal and TikTok. However, ~~it has~~ ^{it has} turned parasitic as Universal terminated their partnership due to them only receiving 1% of TikTok's total revenue, regardless of owning some kind of copyright to 80% of TikTok's music. ~~the~~ ^{this} has negatively impacted user experience as ~~the~~ their song choice on the app has become more limited, it also lessens Universal artists opportunities as it is now difficult for them to achieve the same level of exposure and engagement as they did on TikTok, due to TikTok's large 1 million people user base.

← NOT ONLY

~~Curran & Seaton argues that the~~ This shows that although audiences are given more opportunities to be involved in the production of media, media companies are still "primarily driven by the logic of profit and power," as described by Curran & Seaton, proving that companies will always put their own benefits before it's users.

5

in the news industry, ~~On the other hand~~ ^{as they have caused the migration} audiences have also been more active, ~~mainly due to the decline in print~~ of news from print to online. The Charitable Journalism Project states that there are less newspapers now than ~~there~~ were in the 19th century. ~~The~~ News publishers have had to

5 The candidate uses media terminology to refer to audiences that have 'been more active as they have caused the migration of news from print to online'. This exploration demonstrates their understanding of wider issues which relates to audience theories of uses and gratifications. The candidate's factual knowledge of contexts and debates are relevant and effectively link to the question. The candidate uses terminology to effectively analyse The Guardian, an appropriate case study to explore print. They use a relevant theory effectively, Pariser.

Example Candidate Response – high, continued

Examiner comments

adapt to the new habits of the consumers, adopting new revenue models. The Guardian, for example, has changed to a reader contribution revenue model in order to attract more audiences with its free content that comes with an optional donation option. And according to the Guardian Media Group 2023, they have largely benefitted from this change as ~~the~~ ~~to~~ two thirds of their revenue comes from online operations. They also created personalized emails for subscribers that are tailored to their individual interests, which Puriser describes as "the invisible ~~editing~~ algorithmic editing of the web." This shows how the audience have had a huge impact on the news industry and is therefore more active.

In conclusion, audiences are now active participants in media industries due to their growing power as a result of the internet. However, this doesn't apply to a third of the world who don't have access to the internet.

6 The candidate shows an understanding of audience and industry using accurate terminology: 'active participants'. This exploration effectively demonstrates their understanding of wider issues, 'growing power as a result of the internet', which relates to technological convergence.

Overall, this candidate provides evidence of a thorough understanding of and effective reference to the key concepts of audience, and industry. There is a thorough analysis of multiple case studies used to explore film, music, and print. They also use a range of media terminology accurately to help them make effective points. There is a fully effective and appropriate selection of examples from a range of texts.

**Total mark awarded =
21 out of 25**

How the candidate could improve their answer

- The candidate needed to demonstrate a more sophisticated understanding of and insightful reference to the key concepts of audience and industry, with insightful understanding of the wider issues, sophisticatedly linking factual knowledge to the question, through weaving their points together and developing their arguments further.
- The candidate could have used terminology with more sophistication, to make more subtle points.
- The candidate needed to undertake a more sophisticated and insightful analysis of texts from more detailed case studies to explore the chosen area(s) in more depth; therefore, providing more examples which are more insightful. This analysis would have then linked their points together and developed their arguments further, to be more sophisticated.
- Relevant theories could have been more sophisticatedly used to explore the question, throughout the response.

Example Candidate Response – middle

Examiner comments

In the music industry it is important to have an audience as they can distribute advertising ^{as they participate} and much more. To help the music industry

from Digitalization ^{makes it easier} the industry to listen to music as the audience have access to the music streaming sites and other exhibition platforms. This latter one Spotify is a streaming platform with 602 million users. Allowing audience members to listen to

music where ever and whenever they like. This platform also helps the industry as institutions can gain a global audience. With the online world the audience ^{can} gain access to

music through piracy ~~which~~ which is harmful to the industry as they won't gain their royalties; leading them to use companies such as Kolbalt to have distribution strategies.

This can be seen through Universal as they have removed their songs from Tik Tok as they were not receiving their royalties. This shows the relationship between the industry and the audience. They go hand in hand and can't be without the other which is why the industry include integrative and viral marketing strategies on social media. →

1 The candidate demonstrates some understanding of audience and industry stating that audiences 'have access to the music streaming sites; to listen to music where ever and whenever they like'. This clearly demonstrates their understanding of wider issues, e.g. technological convergence. The candidate uses media terminology, 'streaming platform' appropriately to analyse Spotify, a clearly appropriate case study.

2 The candidate uses terminology appropriately to make their point, stating that 'institutions can gain a global audience' and 'gain access to music through piracy which is harmful'. This clearly demonstrates an understanding of wider issues, e.g. technological convergence. The candidate also analyses Universal and Tik Tok, a clearly appropriate case study.

Example Candidate Response – middle, continued

Examiner comments

TikTok is a short video ~~streaming~~ ~~on~~ social media with around 1 billion users. Jenkins explains the online world and social media sites such as TikTok make it easier for fandoms to grow. For example, audience members can interact with artist posts and spread information through word of mouth as Shinkley explains. Another way ~~is~~ the audience members can also boost artists' content digitally by interacting with posts as well as searching for the content they enjoy on Spotify and TikTok. Creating a participatory audience.

Spotify includes all the way we consume media as it allows the audience to listen to the music they like and provides information about rising DIY artists ~~on~~ their bedroom playlist as well as information on concert tickets. Blumer & Katz explains we consume media for entertainment and information ~~as well as~~ alongside re-making our personal and social identities. Dyer would believe the information about tickets and ~~the~~ ~~up~~ approaching concerts is important to the audience as stars are represented as ~~an~~ ordinary and extraordinary.

3 The candidate demonstrates understanding of audience and industry, using media terminology appropriately to make their point, stating that TikTok makes it easier for fandoms to grow. This demonstrates an understanding of wider issues, e.g. technological convergence, social media interaction and audience theory. The candidate demonstrates some factual knowledge of contexts and debates linked to the question and uses media terminology, such as 'fandom' appropriately to analyse appropriate examples. A relevant theory is referenced, Jenkins, although this is not always accurately used.

4 The candidate references a relevant theory, Blumer & Katz, although this may not be clearly understood because it is not blended into the point.

5 The candidate references a relevant theory, Dyer, although this may not be clearly understood because it is not blended into the point.

Example Candidate Response – middle, continued

Examiner comments

making the audience feel close but separate from the artist leading them to seek attention from them attending concerts. Traditional way of consuming media is still alive. This is seen in the Kpop section of the music industry as BTS break all audience records with one of their concerts. Physical format with music products and merch, synergy also allows audience to participate as in 2021 over 14 million CD copies were sold. The industry gains lots from these ~~the~~ exhibition and exchange strategies.

Although with digitalization it may seem like the audience is free but algorithms and filter bubbles state the opposite. On Spotify if you are willing to not receive your royalties they can boost your content to more audience members. As well as the Big 3 following trends from the back catalogues and copying ~~the~~ other songs to gain a larger audience and more money. This leaves the audience and artist with no creativity in the music they listen to or create as Curran and Seaton explain. →

6 The candidate uses media terminology, such as 'merch' and 'synergy' and clearly demonstrates an understanding of wider issues, e.g. technological convergence. They demonstrate some factual knowledge of contexts and debates linked to the question: 'allows audience to participate'. The candidate uses terminology, 'stars are represented making the audience ... seek attention from them attending concerts' appropriately to analyse an appropriate example, BTS.

7 The candidate demonstrates some understanding of audience and industry by stating that 'copying other songs to gain a larger audience and more money ... leaves the audience and artist with no creativity'. This demonstrates some understanding of wider issues. A relevant theory, Curran & Seaton, is referenced, although this may not be clearly understood, as there are no details, and it is not clearly linked to their point.

Example Candidate Response – middle, continued

Examiner comments

Overall the audience are much more active with the digital age ~~and there~~ ~~reversing~~ the institutions of the music industry as the audience's actions boost their star's image and products. With traditional media such as radio the audience ~~is~~ was much more passive. However, this has changed significantly with web 2.0 creating ~~fandoms~~ synergy artist and their merch as well as streaming platforms such as Spotify.

8

8 Throughout the final paragraph, the candidate uses media terminology appropriately stating that 'the audience are much more active with the digital age'. This exploration clearly demonstrates their understanding of wider issues, e.g. technological convergence. Some factual knowledge of contexts and debates linked to the question is demonstrated with 'audiences action boost their star's image and products. With traditional media such as radio the audience was much more passive'. They also clearly use media terminology, such as 'Web 2.0', 'fandom' 'synergy' and 'streaming platforms' appropriately to analyse Spotify, an appropriate example.

Overall, the candidate provides evidence of a clear understanding of and appropriate reference to the key concepts of audience, and industry to explore music.

**Total mark awarded =
15 out of 25**

How the candidate could improve their answer

- The candidate needed to demonstrate a thorough understanding of and effective reference to the key concepts of audience and industry through providing a more detailed response, with less repetition.
- The candidate needed to demonstrate an effective understanding of the wider issues explored through providing more details and linking their points together more effectively.
- Factual knowledge of contexts and debates should always be clear, relevant and effectively linked to the question.
- A range of media terminology should be used accurately and appropriately throughout the response.
- There needed to be a more frequent, more thorough and more effective analysis of a larger range of texts from multiple, detailed case studies to explore the chosen area and beyond. The case studies presented were minimal and some lapsed into simple examples.
- Relevant theories should always be used clearly and effectively in response to the question.

Example Candidate Response – low

Examiner comments

Audiences are active participants in many different forms of media, not just movies. Audiences are the real money makers in media as ~~are~~ they are also consumers. Audiences watch the media source, talk about it, or read about it making them extremely active participants.

The media area I studied is movies. I've done a case study on Spiderman: Across the Spidaverse which came out last year, 2023. While conducting that case study, I was able to ~~conclude~~^{see} that audiences are active participants, especially during before the movie is released and advertisements are all over the media. The target audience for that film is probably superhero fans under the ~~trick~~^{age} of 40. The audience would like it, share it, and comment on it to ensure that other people hear about the upcoming ~~scene~~^{movie} on various social media platforms.

Not only that, but audiences are active participants in movies by creating Tik Tok trends in which people from all around the world can hear about the upcoming film. To be an active participant in movies, it takes a lot of effort as you can incorporate various methods to be active.

Audiences are active participants in movies by being movie critics. Movie critics are just regular people who tend to watch various films, actively, and takes notes on the content, production, editing and other components. An example could be the movie critics for Across the Spidaverse, the movie has a general good review percentage on websites like Imdb or rotten tomatoes. This is a good and productive way to be an active participant as the audience would be able to watch ~~and~~ let future viewers know about the status and quality of the movie, spoiler-free of course. Audiences that participate in movie critiquing are active participants and good ones as they actually

1 The candidate demonstrates a limited understanding of the key concept of audience, stating that they are 'also consumers' making a simple point.

2 The candidate shows a limited understanding of the key concept of audience to make a simple point stating that 'audiences watch the media source, talk about it, or read about it making them extremely active participants'.

3 The candidate demonstrates some understanding of audience and industry, with limited factual knowledge of contexts and debates using media terminology accurately to make a simple point. This shows a limited understanding of wider issues, e.g. interaction via social media, audiences as creators. The candidate uses media terminology accurately to analyse 'Spiderman: Across the Spidaverse', a limited, but generally appropriate case study.

4 The candidate shows some understanding using limited factual knowledge of contexts and debates stating that movie critics use media terminology 'on websites like Imdb or rotten tomatoes ... the audience would be able to watch and let future viewers know about the status and quality of the movie'. This demonstrates a limited understanding of wider issues, e.g. interaction via social media.

Example Candidate Response – low, continued

Examiner comments

provide value in some sort of way compared to other methods.

Audiences have the ability to cosplay as well in an attempt to be active participants in movies. Cosplaying is the act of dressing up as fictional characters such as Spiderman, Mario, or Darth Vader. Cosplaying is a decent way to be an active participant as there will be times where some people wouldn't be able to determine what you are or where the cosplay is from. 5

5 The candidate generally demonstrates a limited factual knowledge of contexts and debates, 'Cosplaying is the act of dressing up as fictional characters such as spiderman', using media terminology accurately to make a simple point, 'Audiences have the ability to cosplay as well in an attempt to be active participants'. This demonstrates a limited understanding of wider issues, e.g. audience theories.

Overall, the candidate provides limited evidence from a generally appropriate selection of examples, although this is from only one case study. There are no media theory references, which limits this response.

**Total mark awarded =
9 out of 25**

How the candidate could improve their answer

- The candidate needed to develop and evidence a clearer understanding of and appropriate reference to the key concepts of audience and industry and the wider issues by providing more information and exploring more details.
- The candidate needed to engage in debates in relation to the current state of the media industries, weighing up the pros and cons, thinking about what the difference is between participation in fandoms and prosumerism.
- The candidate could have evidenced more factual knowledge of contexts and debates, which are more often than not appropriately linked to the question.
- The candidate needed to use more appropriate media terminology, more often, to make clearer points. Examples are fandom, synergy, convergence, prosumerism, conglomerate, oligopoly and hegemony.
- The candidate needed to evidence a clearer analysis of texts from more than one appropriate case study and provide more examples of texts, which are clearly appropriate.
- The candidate should have referenced relevant theories and evidence that they were understood through providing information and exploring details.
- The candidate needed to build more resources and case studies from each area (and perhaps even across various industries), while retaining a focus on one media area.

Common mistakes and guidance for candidates

- Some candidates did not use any case study material at all.
- Some candidates referenced case studies that were not recent or relevant (usually due to their historic nature, e.g. Star Wars, Jurassic Park, that are from more than 5 years ago).
- Presenting information from only 2–3 case studies is self-limiting; candidates should be given more freedom to research each media area outlined in the specification and encouraged to build their own resources and case studies from each area (and perhaps even across various industries), while retaining a focus on one media area, e.g. video games.
- Candidates need to make sure they can use terminology fluently.
- Candidates need support to develop technical vocabulary in relation to industry and audiences and in response to the question. Examples are fandom, synergy, convergence, prosumerism, conglomerate, oligopoly and hegemony.
- Candidates who did not address the question, tended to provide a generalised overview and superfluous facts. Candidates should be encouraged to apply their case study examples to the question, as set, rather than presenting factual information, e.g. a potted history of Disney.
- Some candidates focused on facts, without providing any analysis.
- Some candidates focused on companies, rather than media texts.
- A few candidates provided a historical overview limited to facts, such as release dates and box office revenue or provided irrelevant information about theme parks.
- Many candidates did not evidence an understanding of wider contexts or critical debates.
- Some candidates did not focus on answering the question set.
- Some candidates did not engage with any theories, or superficially referenced older and less relevant theories, such as the Hypodermic Model, Two-Step Flow or 'The Big 5'.

Cambridge Assessment International Education
The Triangle Building, Shaftesbury Road, Cambridge, CB2 8EA, United Kingdom
t: +44 1223 553554
e: info@cambridgeinternational.org www.cambridgeinternational.org

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