

ADVANCED

General Certificate of Education

20XX

**Journalism in the Media and the Communications
Industry**

**A2 Unit 1: Journalism in the Modern World
[Code]**

MARK SCHEME

Specimen Mark Scheme for Unit 2.1 Journalism in the Modern World

Section A:

This section tests a student's ability to detail and analyse their case study texts and produce a response that considers how a news story is created and developed by selecting appropriate points of contrast, difference and similarity between the case study examples, especially those in different media. The section also seeks to test how well a student can determine how a journalistic text is constructed and evolves and declines with particular evidence of bias or institutional agenda. Further to this, the section tests how well a student can consider how a news story may use different language, style and conventions to target different audiences by selecting points of contrast, difference and similarity between the case study examples, especially those in different media. It also seeks to test their understanding of how traditional and new media 'package' the same story in a different way, especially through the way they target an audience and resist/seek audience involvement and participation.

Students' response time to Question One: 35 minutes

Question 1: Discuss the process behind the creation and development of a news story by traditional media such as television, print or radio and new media such as citizen journalism. [30 marks]

Mark Band 4 (24-30)

Overall Impression: Excellent

- The candidate will produce an excellent analysis of their case study texts and will produce an excellent attempt that considers how a news story is created and developed by selecting various points of contrast, difference and similarity between the case study examples, especially those in different media.
- The candidate provides ample evidence of being able to comment on their case study and there is ample evidence of balanced analysis and excellent use of examples and critically-minded selection of appropriate moments of content/media construction to comment on how a journalistic text is constructed and evolves and declines with particular evidence of bias or institutional agenda.
- Relevant material is succinct, well-organised and displays the highest degree of clarity and coherence. There is extensive and accurate use of appropriate specialist vocabulary.

- A comprehensive description of the case study examples and their technical construction.
- Presentation, spelling, punctuation and grammar are of the highest standard and ensure that meaning is absolutely clear. Excellent evidence of an ability to date, source, cite and quote evidence in an appropriate manner of attribution.

Students may wish to employ their evidence in a chronological order or cross-referenced manner. Each is acceptable.

Students in this band will have an excellent understanding of how a news story is created and developed, dependent on the nature of the media outlet and an excellent understanding of how traditional and new media approach the same story in a different way, especially through a well-expressed and excellent understanding of institutional bias or agenda.

Mark Band 3 (16-23)

Overall Impression: Good

- The candidate will produce a good analysis of their case study texts and will produce a good attempt that considers how a news story is created and developed by selecting a good number of points of contrast, difference and similarity between the case study examples, especially those in different media.
- The candidate provides good evidence of being able to comment on their case study and there is good evidence of balanced analysis and good use of examples and critically-minded selection of appropriate moments of content/media construction to comment on how a journalistic text on how a journalistic text is constructed and evolves and declines with particular evidence of bias or institutional agenda.
- Relevant material is well-selected and displays a sound level clarity and coherence. There is a good use of appropriate specialist vocabulary.
- A good description of the case study examples and their technical construction.
- Presentation, spelling, punctuation and grammar are of a good standard and ensure that meaning is always clear. Good evidence of an ability to date, source, cite and quote evidence in an appropriate manner of attribution.

Students may wish to employ their evidence in a chronological order or cross-referenced manner. Each is acceptable.

Students in this band will have a good understanding of how a news story is created and developed, dependent on the nature of the media outlet and a good understanding of how traditional and new media approach the same story in a

different way with good understanding of why this occurs on the basis of institutional bias or agenda.

Mark Band 2 (7-15)

Overall Impression: Adequate

- The candidate will produce an adequate analysis of their case study texts and will produce an adequate attempt that considers how a news story is created and developed by selecting a small number of points of contrast, difference and similarity between the case study examples, especially those in different media. At the low end of the mark band, there is likely to be some but a less confident use of examples and no compare and contrast quality.
- The candidate provides adequate evidence of being able to comment on their case study and there is some evidence of balanced analysis and adequate use of examples and critically-minded selection of appropriate moments of content/media construction to comment on how a journalistic text is constructed and evolves and declines with particular evidence of bias or institutional agenda. At the low end of the mark band, their analysis may tend towards the descriptive rather than analytic.
- Relevant material is selected and displays some level of clarity and coherence. There is unlikely to be a confident use of appropriate specialist vocabulary at the low end of the mark band.
- An adequate description of the case study examples and their technical construction.
- Presentation, spelling, punctuation and grammar are of an adequate standard and ensure that meaning is often clear. There is some evidence of an ability to date, source, cite and quote evidence in an appropriate manner of attribution. At the lower end of the mark band this ability is likely to be irregular.

Students may wish to employ their evidence in a chronological order or cross-referenced manner. Each is acceptable.

Students in this band will have an adequate understanding of how a news story is created and developed, dependent on the nature of the media outlet and an adequate understanding of how traditional and new media approach the same story in a different way with some understanding of why this occurs on the basis of institutional bias or agenda. At the lower end of the mark band there is unlikely to be any sense of institutional bias or agenda-setting.

Mark Band 1 (1-6)

Overall Impression: Limited

- The candidate will produce a limited analysis of their case study texts and will produce a limited attempt that considers how a news story is created and developed by selecting few points of contrast, difference and similarity between the case study examples, especially those in different media. At the low end of the mark band, there is likely to be no use of examples and no compare and contrast quality.
- The candidate provides limited evidence of being able to comment on their case study and there is limited evidence of balanced analysis and limited use of examples and critically-minded selection of appropriate moments of content/media construction to comment on how a journalistic text is constructed and evolves and declines with particular evidence of bias or institutional agenda. At the low end of the mark band, their response is likely to be purely descriptive.
- Relevant material is poorly selected and displays limited evidence of structure and coherence. There is likely to be no use of appropriate specialist vocabulary at the low end of the mark band.
- A limited description of the case study examples and their technical construction.
- Presentation, spelling, punctuation and grammar are of a limited standard and meaning may be unclear. There is limited evidence of an ability to date, source, cite and quote evidence in an appropriate manner of attribution. At the lower end of the mark band this ability is likely to be absent.

Students may wish to employ their evidence in a chronological order or cross-referenced manner. Each is acceptable.

Students in this band will have a limited understanding of how a news story is created and developed, dependent on the nature of the media outlet and a limited understanding of how traditional and new media approach the same story in a different way with some understanding of why this occurs on the basis of institutional bias or agenda. At the lower end of the mark band there is likely to be no evidence of any significant analysis.

Mark Band 0 (0)

A response characterised by no attempt to answer the question.

Students' response time to Question Two: 35 minutes

Question 2: Discuss how and why a traditional media such as television, print or radio and new media such as citizen journalism may use different language, style and conventions in a news story to target different audiences. [30 marks]

Mark Band 4 (24-30)

Overall Impression: Excellent

- The candidate will produce an excellent analysis of their case study texts and will produce an excellent attempt that considers how a news story may use different language, style and conventions to target different audiences by selecting various points of contrast, difference and similarity between the case study examples, especially those in different media.
- The candidate provides ample evidence of being able to comment on their case study and there is ample evidence of balanced analysis and excellent use of examples and critically-minded selection of appropriate moments of content/media construction to comment on how a journalistic text employs certain choices of image, language and style to attract an audience/s or to tell a story in a manner that will appeal to that audience/s.
- Relevant material is succinct, well organised and displays the highest degree of clarity and coherence. There is extensive and accurate use of appropriate specialist vocabulary.
- A comprehensive description of the case study examples and their audience targeted construction around language, style and visual conventions.
- Presentation, spelling, punctuation and grammar are of the highest standard and ensure that meaning is absolutely clear. Excellent evidence of an ability to date, source, cite and quote evidence in an appropriate manner of attribution.

Students may wish to employ their evidence in a chronological order or cross-referenced manner. Each is acceptable.

Students in this band will have an excellent understanding of how a news story employs language, style and conventions to target an audience and how this approach may change on the basis of media outlet. There is an excellent understanding of how traditional and new media 'package' the same story in a different way, especially through the way they target an audience and resist/seek audience involvement and participation.

Mark Band 3 (16-23)

Overall Impression: Good

- The candidate will produce a good analysis of their case study texts and will produce a good attempt that considers how a news story may use different language, style and conventions to target different audiences by selecting a good number of points of contrast, difference and similarity between the case study examples, especially those in different media.
- The candidate provides good evidence of being able to comment on their case study and there is good evidence of balanced analysis and excellent use of examples and critically-minded selection of appropriate moments of content/media construction to comment on how a journalistic text employs certain choices of image, language and style to attract an audience/s or to tell a story in a manner that will appeal to that audience/s.
- Relevant material is well-selected and displays a sound level of clarity and coherence. There is a good use of appropriate specialist vocabulary.
- A good description of the case study examples and their audience targeting construction around language, style and visual conventions.
- Presentation, spelling, punctuation and grammar are of a good standard and ensure that meaning is always clear. Good evidence of an ability to date, source, cite and quote evidence in an appropriate manner of attribution.

Students may wish to employ their evidence in a chronological order or cross-referenced manner. Each is acceptable.

Students in this band will have a good understanding of how a news story employs language, style and conventions to target an audience and how this approach may change on the basis of media outlet. There is a good understanding of how traditional and new media 'package' the same story in a different way, especially through the way they target an audience and resist/seek audience involvement and participation.

Mark Band 2 (7-15)

Overall Impression: Adequate

- The candidate will produce an adequate analysis of their case study texts and will produce an adequate attempt that considers how a news story may use different language, style and conventions to target different audiences by selecting a small number of points of contrast, difference and similarity between the case study examples, especially those in different media. At

the low end of the mark band, there is likely to be some but a less confident use of examples and no compare and contrast quality.

- The candidate provides adequate evidence of being able to comment on their case study and there is adequate evidence of balanced analysis and adequate use of examples and critically-minded selection of appropriate moments of content/media construction to comment on how a journalistic text employs certain choices of image, language and style to attract an audience/s or to tell a story in a manner that will appeal to that audience/s. At the low end of the mark band, their analysis may tend towards the descriptive rather than analytic.
- Relevant material is selected and displays some level of clarity and coherence. There is unlikely to be a confident use of appropriate specialist vocabulary at the low end of the mark band.
- An adequate description of the case study examples and their audience targeting construction around language, style and visual conventions.
- Presentation, spelling, punctuation and grammar are of an adequate standard and ensure that meaning is often clear. There is some evidence of an ability to date, source, cite and quote evidence in an appropriate manner of attribution. At the lower end of the mark band this ability is likely to be irregular.

Students may wish to employ their evidence in a chronological order or cross-referenced manner. Each is acceptable.

Students in this band will have an adequate understanding of how a news story employs language, style and conventions to target an audience and how this approach may change on the basis of media outlet. There is an adequate understanding of how traditional and new media 'package' the same story in a different way, especially through the way they target an audience and resist/seek audience involvement and participation. At the lower end of the mark band there is unlikely to be any sense that the stylistic content of a news story is linked to audience targeting.

Mark Band 1 (1-6)

Overall Impression: Limited

- The candidate will produce a limited analysis of their case study texts and will produce a limited attempt that considers how a news story may use different language, style and conventions to target different audiences by selecting few points of contrast, difference and similarity between the case study examples, especially those in different media. At the low end of the mark band, there is likely to be no use of examples and no compare and contrast quality.

- The candidate provides limited evidence of being able to comment on their case study and there is adequate evidence of balanced analysis and adequate use of examples and critically-minded selection of appropriate moments of content/media construction to comment on how a journalistic text employs certain choices of image, language and style to attract an audience/s or to tell a story in a manner that will appeal to that audience/s. At the low end of the mark band, their response is likely to be purely descriptive.
- Relevant material is poorly selected and displays limited evidence of structure and coherence. There is likely to be no use of appropriate specialist vocabulary at the low end of the mark band.
- A limited description of the case study examples and their technical construction.
- Presentation, spelling, punctuation and grammar are of a limited standard and meaning may be unclear. There is limited evidence of an ability to date, source, cite and quote evidence in an appropriate manner of attribution. At the lower end of the mark band this ability is likely to be absent.

Students may wish to employ their evidence in a chronological order or cross-referenced manner. Each is acceptable.

Students in this band will have a limited understanding of how a news story employs language, style and conventions to target an audience and how this approach may change on the basis of media outlet. There is a limited understanding of how traditional and new media 'package' the same story in a different way, especially through the way they target an audience and resist/seek audience involvement and participation. At the lower end of the mark band there is likely to be no evidence of any significant analysis.

Mark Band 0 (0)

A response characterised by no attempt to answer the question.

Section B: This section tests either a student's ability to evaluate the creation and development their case study texts in either respect of issues of power and ownership or issues of journalistic ethics, values and the legal framework around journalism and news production.

Students' response time to Question Three: 50 minutes

Question 3: Evaluate how the creation and development of a news story by traditional media and new media highlights issues of power and ownership. [40 marks]

Mark Band 4 (31-40)

Overall Impression: Excellent

- The candidate will produce an excellent analysis of their case study texts and will produce an excellent attempt that considers how the creation and development of a news story by traditional media and new media highlights issues of power and ownership. There will be excellent evidence of the student offering their own opinions, supported by various points of contrast, textual evidence and expert commentary. There is an excellent understanding that all texts contain evidence of stereotyping/bias/spin/ideological slant but that new media texts are often an interactive attempt to challenge the 'status-quo' of 'passive' traditional media texts.
- The candidate provides ample evidence of being able to comment on their case study and there is ample evidence of balanced analysis and excellent use of examples and critically-minded selection of appropriate moments of content/media construction to comment on how the creation and development of a news story by traditional media and new media highlights issues of power and ownership.
- Relevant material is succinct, well organised and displays the highest degree of clarity and coherence. There is extensive and accurate use of appropriate specialist vocabulary.
- A comprehensive description of the case study examples and how this illustrates the manner in which a media text/s could provide evidence of change or alteration or selectivity on the basis of who owns or controls the outlet that distributes it.
- Presentation, spelling, punctuation and grammar are of the highest standard and ensure that meaning is absolutely clear. Excellent evidence of an ability to date, source, cite and quote evidence in an appropriate manner of attribution.

Students may wish to employ their evidence in a chronological order or cross-referenced manner. Each is acceptable.

Students in this band will have an excellent understanding of how the creation and development of a news story by traditional media and new media highlights issues of power and ownership. There is an excellent understanding of how traditional and new media are often positioned in competition but also co-operation in the creation of news and that the role of the media to investigate and hold those in positions of power to account, is often undermined by issues of ownership and attendant commercial pressures.

Mark Band 3 (21-31)

Overall Impression: Good

- The candidate will produce a good analysis of their case study texts and will produce a good attempt that considers how the creation and development of a news story by traditional media and new media highlights issues of power and ownership. There will be good evidence of the student offering their own opinions, supported by a good number of points of contrast, textual evidence and expert commentary. There is a good understanding that all texts contain evidence of stereotyping/bias/spin/ideological slant but that new media texts are often an interactive attempt to challenge the 'status-quo' of 'passive' traditional media texts.
- The candidate provides good evidence of being able to comment on their case study and there is good evidence of balanced analysis and good use of examples and critically-minded selection of appropriate moments of content/media construction to comment on how the creation and development of a news story by traditional media and new media highlights issues of power and ownership.
- Relevant material is well-selected and displays a sound level clarity and coherence. There is a good use of appropriate specialist vocabulary.
- A good description of the case study examples and how this illustrates the manner in which a media text/s could provide evidence of change or alteration or selectivity on the basis of who owns or controls the outlet that distributes it.
- Presentation, spelling, punctuation and grammar are of a good standard and ensure that meaning is always clear. Good evidence of an ability to date, source, cite and quote evidence in an appropriate manner of attribution.

Students may wish to employ their evidence in a chronological order or cross-referenced manner. Each is acceptable.

Students in this band will have a good understanding of how the creation and development of a news story by traditional media and new media highlights issues

of power and ownership. There is an good understanding of how traditional and new media are often positioned in competition but also co-operation in the creation of news and that the role of the media to investigate and hold those in positions of power to account, is often undermined by issues of ownership and attendant commercial pressures. At the lower end of the band, there is unlikely to be much evidence of external, expert commentary.

Mark Band 2 (11-21)

Overall Impression: Adequate

- The candidate will produce an adequate analysis of their case study texts and will produce an adequate attempt that considers how the creation and development of a news story by traditional media and new media highlights issues of power and ownership. There will be adequate evidence of their student offering their own opinions, with a small number of points of contrast, textual evidence and expert commentary. There is an adequate understanding that all texts contain evidence of stereotyping/bias/spin/ideological slant but that new media texts are often an interactive attempt to challenge the 'status-quo' of 'passive' traditional media texts. At the low end of the mark band, there is likely to be some but a less confident use of examples and no compare and contrast quality.
- The candidate provides adequate evidence of being able to comment on their case study and there is adequate evidence of balanced analysis and limited use of examples and critically-minded selection of appropriate moments of content/media construction to comment on how the creation and development of a news story by traditional media and new media highlights issues of power and ownership. At the low end of the mark band, their analysis may tend towards the descriptive rather than analytic.
- Relevant material is selected and displays some level of clarity and coherence. There is unlikely to be a confident use of appropriate specialist vocabulary at the low end of the mark band.
- An adequate description of the case study examples and how this illustrates the manner in which a media text/s could provide evidence of change or alteration or selectivity on the basis of who owns or controls the outlet that distributes it.
- Presentation, spelling, punctuation and grammar are of an adequate standard and ensure that meaning is often clear. There is some evidence of an ability to date, source, cite and quote evidence in an appropriate manner of attribution. At the lower end of the mark band this ability is likely to be irregular.

Students may wish to employ their evidence in a chronological order or cross-referenced manner. Each is acceptable.

Students in this band will have an adequate understanding of how the creation and development of a news story by traditional media and new media highlights issues of power and ownership. There is an adequate understanding of how traditional and new media are often positioned in competition but also co-operation in the creation of news and that the role of the media to investigate and hold those in positions of power to account, is often undermined by issues of ownership and attendant commercial pressures. At the lower end of the band, there is unlikely to be any evidence of external, expert commentary. At the lower end of the mark band there is likely to be very little evidence of any significant analysis.

Mark Band 1 (1-10)

Overall Impression: Limited

- The candidate will produce a limited analysis of their case study texts and will produce a limited attempt that considers how the creation and development of a news story by traditional media and new media highlights issues of power and ownership. There will be limited evidence of their student offering their own opinions, with few points of contrast, textual evidence and expert commentary. There is a limited understanding that all texts contain evidence of stereotyping/bias/spin/ideological slant but that new media texts are often an interactive attempt to challenge the 'status-quo' of 'passive' traditional media texts. At the low end of the mark band, there is likely to be no use of examples and no compare and contrast quality.
- The candidate provides limited evidence of being able to comment on their case study and there is limited evidence of balanced analysis and limited use of examples and critically-minded selection of appropriate moments of content/media construction to comment on how the creation and development of a news story by traditional media and new media highlights issues of power and ownership.
- Relevant material is poorly selected and displays limited evidence of structure and coherence. There is likely to be no use of appropriate specialist vocabulary at the low end of the mark band.
- A limited description of the case study examples and how this illustrates the manner in which a media text/s could provide evidence of change or alteration or selectivity on the basis of who owns or controls the outlet that distributes it.
- Presentation, spelling, punctuation and grammar are of a limited standard and meaning may be unclear. There is limited evidence of an ability to date, source, cite and quote evidence in an appropriate manner of attribution. At the lower end of the mark band this ability is likely to be absent.

Students may wish to employ their evidence in a chronological order or cross-referenced manner. Each is acceptable.

Students in this band will have a limited understanding of how the creation and development of a news story by traditional media and new media highlights issues of power and ownership. There is a limited understanding of how traditional and new media are often positioned in competition but also co-operation in the creation of news and that the role of the media to investigate and hold those in positions of power to account, is often undermined by issues of ownership and attendant commercial pressures. At the lower end of the band, there is unlikely to be any evidence of external, expert commentary. At the lower end of the mark band there is likely to be no evidence of any significant analysis.

Mark Band 0 (0)

A response characterised by no attempt to answer the question.

Students' response time to **Question Four: 50 minutes**

Question 4: Evaluate how the creation and development of a news story by traditional media and new media highlights issues of journalistic ethics, values and the legal framework around journalism and news production. [40 marks]

Mark Band 4 (31-40)

Overall Impression: Excellent

- The candidate will produce an excellent analysis of their case study texts and will produce an excellent attempt that considers how the creation and development of a news story by traditional media and new media highlights issues of journalistic ethics, values and the legal framework around journalism and news production. There will be excellent evidence of the student offering their own opinions, supported by various points of contrast, textual evidence and expert commentary. There is an excellent understanding that all traditional media texts are more constrained by an ethical and legal framework than new media texts, due to legislative lag. There is an excellent understanding that the cross-fertilization between traditional and new media texts can raise complex legal and ethical issues. There is an excellent understanding that journalistic values can be undermined but sometimes also protected by the anonymous nature of citizen journalism.
- The candidate provides ample evidence of being able to comment on their case study and there is ample evidence of balanced analysis and excellent use of examples and critically-minded selection of appropriate moments of content/media construction to comment on how the creation and development of a news story by traditional media and new media highlights

issues of journalistic ethics, values and the legal framework around journalism and news production

- Relevant material is succinct, well organised and displays the highest degree of clarity and coherence. There is extensive and accurate use of appropriate specialist vocabulary.
- A comprehensive description of the case study examples and how this illustrates the manner in which a media text/s could provide evidence of change or alteration or selectivity on the basis of ethical, legal or value frameworks.
- Presentation, spelling, punctuation and grammar are of the highest standard and ensure that meaning is absolutely clear. Excellent evidence of an ability to date, source, cite and quote evidence in an appropriate manner of attribution.

Students may wish to employ their evidence in a chronological order or cross-referenced manner. Each is acceptable.

Students in this band will have an excellent understanding of how the creation and development of a news story by traditional media and new media highlights issues of journalistic ethics, values and the legal framework around journalism and news production. There is an excellent understanding of how traditional and new media may approach a story from a different legal, ethical or value-based framework. This in itself carries advantages and disadvantages for both traditional and new media journalists.

Mark Band 3 (21-30)

Overall Impression: Good

- The candidate will produce a good analysis of their case study texts and will produce a good attempt that considers how the creation and development of a news story by traditional media and new media highlights issues of journalistic ethics, values and the legal framework around journalism and news production. There will be good evidence of the student offering their own opinions, supported by a good number of points of contrast, textual evidence and expert commentary. There is a good understanding that all traditional media texts are more constrained by an ethical and legal framework than new media texts, due to legislative lag. There is a good understanding that the cross-fertilization between traditional and new media texts can raise complex legal and ethical issues. There is a good

understanding that journalistic values can be undermined but sometimes also protected by the anonymous nature of citizen journalism.

- The candidate provides good evidence of being able to comment on their case study and there is good evidence of balanced analysis and good use of examples and critically-minded selection of appropriate moments of content/media construction to comment on how the creation and development of a news story by traditional media and new media highlights issues of journalistic ethics, values and the legal framework around journalism and news production
- Relevant material is well-selected and displays a sound level clarity and coherence. There is a good use of appropriate specialist vocabulary.
- A good description of the case study examples and how this illustrates the manner in which a media text/s could provide evidence of change or alteration or selectivity on the basis of ethical, legal or value frameworks.
- Presentation, spelling, punctuation and grammar are of a good standard and ensure that meaning is always clear. Good evidence of an ability to date, source, cite and quote evidence in an appropriate manner of attribution.

Students may wish to employ their evidence in a chronological order or cross-referenced manner. Each is acceptable.

Students in this band will have a good understanding of how the creation and development of a news story by traditional media and new media highlights issues of journalistic ethics, values and the legal framework around journalism and news production. There is a good understanding of how traditional and new media may approach a story from a different legal, ethical or value-based framework. This in itself carries advantages and disadvantages for both traditional and new media journalists. At the lower end of the band, there is unlikely to be much evidence of external, expert commentary.

Mark Band 2 (11-20)

Overall Impression: Adequate

- The candidate will produce an adequate analysis of their case study texts and will produce an excellent attempt that considers how the creation and development of a news story by traditional media and new media highlights issues of journalistic ethics, values and the legal framework around journalism and news production There will be adequate evidence of the student offering their own opinions, supported by a small number of points of contrast, textual evidence and expert commentary. There is an adequate understanding that all traditional media texts are more constrained by an ethical and legal framework than new media texts, due to legislative lag. There is an adequate understanding that the cross-fertilization between

traditional and new media texts can raise complex legal and ethical issues. There is an adequate understanding that journalistic values can be undermined but sometimes also protected by the anonymous nature of citizen journalism. At the low end of the mark band, there is likely to be some but a less confident use of examples and no compare and contrast quality.

- The candidate provides adequate evidence of being able to comment on their case study and there is adequate evidence of balanced analysis and good use of examples and critically-minded selection of appropriate moments of content/media construction to comment on how the creation and development of a news story by traditional media and new media highlights issues of journalistic ethics, values and the legal framework around journalism and news production. At the low end of the mark band, their analysis may tend towards the descriptive rather than analytic.
- Relevant material is selected and displays some level of clarity and coherence. There is unlikely to be a confident use of appropriate specialist vocabulary at the low end of the mark band.
- An adequate description of the case study examples and how this illustrates the manner in which a media text/s could provide evidence of change or alteration or selectivity on the basis of ethical, legal or value frameworks.
- Presentation, spelling, punctuation and grammar are of an adequate standard and ensure that meaning is often clear. There is some evidence of an ability to date, source, cite and quote evidence in an appropriate manner of attribution. At the lower end of the mark band this ability is likely to be irregular.

Students may wish to employ their evidence in a chronological order or cross-referenced manner. Each is acceptable.

Students in this band will have an adequate understanding of how the creation and development of a news story by traditional media and new media highlights issues of power and ownership. There is an adequate understanding of how traditional and new media are often positioned in competition but also co-operation in the creation of news and that the role of the media to investigate and hold those in positions of power to account, is often undermined by issues of ownership and attendant commercial pressures. At the lower end of the band, there is unlikely to be much evidence of external, expert commentary. At the lower end of the mark band there is likely to be very little evidence of any significant analysis.

Mark Band 1 (1-10)

Overall Impression: Limited

- The candidate will produce a limited analysis of their case study texts and will produce a limited attempt that considers how the creation and development of a news story by traditional media and new media highlights issues of journalistic ethics, values and the legal framework around journalism and news production. There will be limited evidence of the student offering their own opinions, supported by few points of contrast, textual evidence and expert commentary. There is a limited understanding that all traditional media texts are more constrained by an ethical and legal framework than new media texts, due to legislative lag. There is a limited understanding that the cross-fertilization between traditional and new media texts can raise complex legal and ethical issues. There is a limited understanding that journalistic values can be undermined but sometimes also protected by the anonymous nature of citizen journalism. At the low end of the mark band, there is likely to be some but a less confident use of examples and no compare and contrast quality.
- The candidate provides limited evidence of being able to comment on their case study and there is limited evidence of balanced analysis and limited use of examples and critically-minded selection of appropriate moments of content/media construction to comment on how the creation and development of a news story by traditional media and new media highlights issues of power and ownership.
- Relevant material is poorly selected and displays limited evidence of structure and coherence. There is likely to be no use of appropriate specialist vocabulary at the low end of the mark band.
- A limited description of the case study examples and how this illustrates the manner in which a media text/s could provide evidence of change or alteration or selectivity on the basis of ethical, legal or value frameworks.
- Presentation, spelling, punctuation and grammar are of a limited standard and meaning may be unclear. There is limited evidence of an ability to date, source, cite and quote evidence in an appropriate manner of attribution. At the lower end of the mark band this ability is likely to be absent.

Students may wish to employ their evidence in a chronological order or cross-referenced manner. Each is acceptable.

Students in this band will have a limited understanding of how the creation and development of a news story by traditional media and new media highlights issues of power and ownership. There is a limited understanding of how traditional and new media are often positioned in competition but also co-operation in the creation of news and that the role of the media to investigate and hold those in positions of power to account, is often undermined by issues of ownership and attendant commercial pressures. At the lower end of the band, there is unlikely to be any evidence of external, expert commentary. At the lower end of the mark band there is likely to be no evidence of any significant analysis.

