

Key Skills Communication Level 3 Celebrity Culture Final Mark Scheme

Part A: Short Answer Questions

Q1 Using Documents 1 and 2, identify three effects of celebrity culture on the people who follow it.			
Criteria	Marking Guide	Marks	Max Marks
3.2.1	Candidate has selected relevant material from Documents 1 and 2.	1 mark	1 mark
3.2.2	Candidate has identified three effects from Documents 1 and 2 eg a) people are thrilled / inspired by celebrities (Doc 1) b) makes people popular if we watch celebrities on TV/media (Doc 1) c) people believe that they “know” the celebrities / can't distinguish reality (Docs 1 and 2) d) helps people evaluate their ethics/sexual behaviour (Doc 1) e) takes place of religion (Docs 1 and 2) f) trying to copy celebrities (Docs 1 and 2) Accept any other valid effects identified.	1 mark per effect (max 3 marks)	
Total for question			4 marks

Q2 Briefly describe the meaning of the cartoon strip in Document 1. To what extent does the cartoon strip support the arguments put forward in Documents 1 and 2?			
Criteria	Marking Guide	Marks	Max Marks
3.2.1	Candidate has selected relevant material from Documents 1 and 2.	1 mark	1 mark
3.2.2	<p>Candidate has described the meaning of the cartoon strip in Document 1, eg</p> <p>a) celebrities have replaced religion for many people b) celebrities have a lavish life style c) celebrities are arrogant and self-centred</p> <p>Accept any other valid meaning.</p>	Up to 2 marks	
3.2.3	The candidate has explained the extent to which the cartoon strip supports the arguments. For example, it supports the arguments by reiterating the view that celebrity culture has replaced religion. It also shows that celebrities do live in “another world”. However, the visual image of the celebrity does not show him to be attractive or glamorous and does not support this argument about glamour in Document 1.	Up to 3 marks	3 marks
Total for question			6 marks

Q3

Identify **three** positive aspects of celebrity status suggested by Document 3 and assess the extent to which these differ from those aspects of celebrity status described in Documents 1 and 2.

Criteria	Marking Guide	Marks	Max Marks
3.2.1	Candidate has selected relevant material from all three documents.	1 mark	1 mark
3.2.2	<p>Candidate has identified three aspects of celebrity status from Document 3, eg</p> <ul style="list-style-type: none"> a) results from positive achievements b) puts something back into the community (by training young people) c) the status of being a celebrity is not the important thing d) celebrities have often overcome many setbacks to achieve e) might result in increased earnings f) opens up wider opportunities. <p>Accept any other valid aspect identified.</p>	1 mark per point (max 3 mark)	3 marks
3.2.3	Candidate has assessed the extent to which these differ from the celebrity status in Documents 1 and 2. For example, the others are staged and scripted. Documents 1 and 2 suggest success is due to celebrity status whereas Document 3 suggests the reverse. Document 3 states celebrity status is the result of hard work and determination whereas Documents 1 and 2 do not consider the path to celebrity status. Document 3 considers the responsibilities (as well as the rewards) of celebrity status while Documents 1 and 2 do not.	Up to 3 marks	3 marks
Total for question			7 marks

Q4 Using Documents 1 and 2 , identify and compare two views that present celebrities as "pseudo people" with two that show they are "just like us".			
Criteria	Marking Guide	Marks	Max Marks
3.2.2	<p>Candidate has identified views that present celebrities as “pseudo people”, eg</p> <ul style="list-style-type: none"> a) they have lots of money b) are powerful/charismatic c) their lives are staged and scripted d) celebrities marketing brands they don’t use. 	1 mark per view (max 2 marks)	2 marks
	<p>Candidate has identified views that show celebrities are “just like us”, eg</p> <ul style="list-style-type: none"> e) they have problems like ours (doc 1) f) they don’t always behave themselves (doc 2) 	1 mark per view (max 2 marks)	
3.2.3	<p>Candidate has compared these opinions. For example, “pseudo people” are used for marketing brands in an unrealistic, scripted way but yet part of the cult of celebrity relies on the fact that, just like us, the celebrities have problems and do not always provide models of good behaviour.</p>	Up to 4 marks	4 marks
Total for question			8 marks

Part B Extended Answer Question

Q5

The Media Studies Department of your local college is considering running a course on celebrity culture. The Head of Media has asked you to write a structured report in which you:

- outline the main features of celebrity culture
- consider how an increased knowledge and awareness of celebrity culture could be seen as both positive and negative for students
- make recommendations about its value as a college course.

Use your own words but base your response on information from the documents.

Criteria	Marking Guide	Marks	Max Marks
3.3.1	<p>Candidate has:</p> <ul style="list-style-type: none"> • selected an appropriate form of structured report for presenting the information which includes heading and at least one sub-heading • used an appropriate style and structure to add clarity to the text (for example the use of additional features e.g. paragraphs, numbering, bullet points or other stylistic features) • used a formal tone in writing. 	<p>1 mark</p> <p>1 mark</p> <p>1 mark</p>	3 marks
3.3.2	<p>Candidate has:</p> <ul style="list-style-type: none"> • used own words in an effective manner where appropriate • demonstrated an understanding of the main features of celebrity culture • demonstrated an understanding of the ways in which knowledge and awareness of celebrity culture could be seen as both positive and negative for students • organised material effectively to suit the purpose of the task by presenting a balanced argument and then including a recommendation. 	<p>Up to 4 marks</p> <p>Up to 3 marks</p> <p>Up to 2 marks</p> <p>Up to 4 marks</p>	13 marks

3.3.3	<p>Band 1 The candidate spells, punctuates and uses grammar with reasonable accuracy eg</p> <ul style="list-style-type: none"> • the spelling of simple words is usually accurate • full stops and capital letters are accurately used to demarcate sentences. Commas in lists are used accurately. • there may be some grammatical errors, e.g. confusion of pronouns, tense and some lack of cohesion. 	1-3 marks	
	<p>Band 2 The candidate spells, punctuates and uses grammar with considerable accuracy eg</p> <ul style="list-style-type: none"> • the spelling of words with complex regular patterns is usually accurate • a range of punctuation including commas, apostrophes and inverted commas is used correctly including to mark sentences and clauses • the work is mostly grammatically accurate showing that the candidate can construct complex sentences accurately, use pronouns so that their meaning is clear, makes accurate subject/verb agreement and uses tenses accurately and consistently, although there may be occasional errors of sentence separation. 	4-7 marks	
	<p>Band 3 The candidate spells, punctuates and uses the rules of grammar with almost faultless accuracy eg</p> <ul style="list-style-type: none"> • virtually all spelling, including that of irregular words is usually correct. Any errors stand out as untypical or ‘one-off’ slips • punctuation is accurate and is used to vary pace, clarify meaning, avoid ambiguity and create deliberate effects • grammar is accurate and gives appropriate variation in sentence structure. 	8-9 marks	
Total for question			9 marks
			25 marks