

Key Skills Communication Level 3 Children and Consumerism Final Mark Scheme

Part A Short-answer questions

Q1 Using information from Document 1, identify three ways in which advertising and consumerism can be said to have a damaging effect on the environment.			
Criteria	Marking Guide	Marks	Max Marks
3.2.2	<p>Candidate has identified damaging effects of advertising, eg</p> <ul style="list-style-type: none"> a) encourages over-consumption of natural resources b) encourages a throw-away culture / does not encourage re-use, repair or recycling c) leads to an increase in toxic waste d) leads to destruction of habitat e) increases production of climate-changing gases f) stores up problems for the future <p>Accept any other valid effects identified.</p>	1 mark per reason (max 3 marks)	3 marks
Total for question			3 marks

Q2 Using information from Documents 1 and 2, identify three reasons why children are particularly vulnerable to advertising and explain the extent to which advertising actually does have an impact on children.			
Criteria	Marking Guide	Marks	Max Marks
3.2.1	Candidate has selected relevant information from Documents 1 and 2.	1 mark	1 mark
3.2.2	<p>Candidate has identified reasons why children are particularly vulnerable to advertising, eg</p> <ul style="list-style-type: none"> a) do not fully understand that advertising is a deliberate attempt to persuade them to buy something (Doc 1) b) respond to immediate influence of an advert (Doc 1) c) become brand-conscious at a very early age (Doc 1) d) want to have the latest new products (Doc 1) e) need to conform / peer pressure (Doc 1) f) enticed by bright packaging (Doc 2) g) desire for free gifts / tokens (Doc 2). <p>Accept any other valid points from the documents.</p>	1 mark per reason (max 3 marks)	3 marks
3.2.3	<p>Candidate has given a valid explanation of the impact of advertising on children.</p> <p>For example, the impact of advertising on children appears to change with age; some children may develop a clear understanding of the difference between a programme and an advert at an early age but others do not. However, although young children do not fully understand what an advert is, they do show brand preferences at an early age and are more likely to remember brand advertisements than adults and buying these unhealthy products may lead to health problems.</p>	Up to 3 marks	3 marks
Total for question			7 marks

Q3 Identify three specific techniques, one from each of Documents 1, 2 and 4, which are used in marketing to children. Explain to what extent the images in Document 3 could be seen as examples of these techniques.			
Criteria	Marking Guide	Marks	Max Marks
3.2.1	Candidate has selected relevant information from each of Documents 1, 2 and 4.	1 mark	1 mark
3.2.2	<p>Candidate has identified specific techniques used in marketing to children, eg</p> <ul style="list-style-type: none"> a) blurring the distinction between programme and advert (Doc 1) b) giving young children significant roles in adverts (Doc 1) c) use of bright packaging (Doc 2) d) inclusion of free gifts / tokens (Doc 2) e) health claims/added vitamins and minerals (Doc 2) f) manufacturers choose a suitable theme (Doc 4) g) targeting children’s TV (Doc 4) h) employing child psychologists (Doc 4) i) use famous characters (Docs 1 & 4) <p>Accept any other valid techniques identified.</p>	1 mark per technique per document (max 3 marks)	3 marks
3.2.3	<p>Candidate has effectively explained the extent to which the images could be seen as examples of these techniques.</p> <p>For example, Image 1 is an example of how well known sports personalities are commonly employed to promote ‘junk’ food products that are sometimes linked to brief storylines and suitable themes. However, the impact of the illustration is diminished by the fact that Gary Lineker’s eyes are covered and it is difficult to see his face.</p> <p>Image 2 is an example of the marketing of a typical cereal in bright packaging. It also uses friendly cartoon characters, offers the gift of a free toy and links to a film called ‘Robots’.</p> <p>Accept any other valid explanations.</p>	Up to 4 marks	4 marks
Total for question			8 marks

Q4 Using Documents 2 and 4, identify three concerns about the advertising of food to children and explain how effectively these concerns are addressed by the advertising industry and its regulators.			
Criteria	Marking Guide	Marks	Max Marks
3.2.1	Candidate has selected relevant information from Documents 2 and 4.	1 mark	1 mark
3.2.2	<p>Candidate has accurately identified concerns from Documents 2 and 4, eg</p> <ul style="list-style-type: none"> a) deliberate targeting of children for promotion of ‘junk food’ (Docs 2 and 4) b) too much advertising of unhealthy food, i.e. with high fat, salt or sugar content (Docs 2 and 4) c) campaigns make it difficult for parents to insist on healthier foods (Doc 2) d) heavy marketing of unhealthy foods leading to increased risk of obesity and other health problems (Doc 2) e) UK has highest level of advertising aimed at children in Europe (Doc 4) f) advertising provides a very unbalanced view of a healthy diet (Doc 4) g) industry media does not deal with nutrition, nor how to unpick health-related claims (Doc 4). <p>Accept any other valid concern identified.</p>	1 mark per concern (max 3 marks)	3 marks
3.2.3	The candidate has explained how effectively the concerns are addressed by the advertising industry and its regulators.	Up to 3 marks	3 marks
Total for question			7 marks

Part B Extended-answer question

Q5 Write a letter to your Member of Parliament, making her aware of the Private Member's Bill mentioned in Document 4, which proposes greater government regulation and restrictions in advertising to children.

In the letter you should:

- explain the main concerns people have about the effects of a consumer society on children
- give reasons why people are unhappy with marketing directly to children
- comment on the attitude of the advertising industry
- make proposals for the changes you would like to see.

Your letter should be based on information from the documents. Your MP is Ms Antonia Brown, 5 Eagle Terrace, Horsfield, Yorkshire, HS3 0DP.

Criteria	Marking Guide	Marks	Max Marks
3.3.1	<p>Candidate has:</p> <ul style="list-style-type: none"> • used an appropriate form of formal letter for presenting the information which includes sender and recipient addresses, date, salutation and matching close • used an appropriate style and structure to add clarity to the text (eg paragraphs) • 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, where appropriate, in an effective manner to present relevant information • demonstrated an understanding of the main concerns people have about the effects of consumer society on children and given valid reasons from the documents to explain why people are unhappy with marketing directly to children • commented on the attitude of the advertising industry shown in the document • organised material effectively to suit the purpose of the task, including sensible proposals for change. 	<p>Up to 3 marks</p> <p>Up to 3 marks</p> <p>Up to 3 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. <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. <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. 	<p>1-3 marks</p> <p>4-7 marks</p> <p>8-9 marks</p>	<p>9 marks</p>
Total for question			25 marks

