IQM3009 A3 Teacher marking exercise

Written Examination confidential internal synthetic practice pack

The selected synthetic extracts below form an unmarked exercise. Apply the supplied assessment criteria, record evidence and propose marks or bands before consulting the separate teacher reference.

Internal synthetic-response and teacher-marking practice only. Source basis: IQM3009_2026_Sample_Assessment_3_Candidate_Question_Paper_v2, Staff Mark Scheme v2, Staff Delivery Moderation Guide v2, and the controlled pre-study product set. Section C refers to Common Ground, Issue 01: Who Owns the City? — Mock original Version 1.0, control IQM3009-A3-MOCK-P1-v1.0. The mock product is fictional; no actual people or audience responses are identified or claimed. The question bank/product remain controlled; this pack does not assert approval, examination delivery or authentic candidate work.

Selected complete written responses for internal marking practice. Do not distribute beyond staff. No candidate submission is represented.

Unmarked exercise instructions

Read each complete response alongside its exact question. For B items, use the source five-point allocation; for C1, apply the published 30-mark grid to the complete essay only. Record evidence and feedback before consulting the separate teacher reference. No marks or answer key are shown here. All work is fictional and for internal teacher practice.

Exercise A complete response B2

Question B2: A fictional magazine's careers feature repeatedly shows men giving instructions while women take notes. Using Van Zoonen's feminist approach, explain how this repeated selection could construct a relationship between gender and authority.

Fictional candidate response: Van Zoonen's approach asks how gendered media discourse relates to power, rather than treating an image as proof of natural ability. Repeatedly showing men giving instructions selects them as decision-makers, while women taking notes positions them in a supporting role. In a careers feature, this pattern could make authority appear more naturally male and administrative work more naturally female. The repetition matters because it can make one distribution of roles seem ordinary. It is still a constructed selection: the feature could have shown women leading, men recording, or a wider range of workplace relationships. It cannot establish that men are actually more capable of authority.

Teacher evidence/feedback notes: _____

Exercise B complete response B5

Question B5: A fictional college news service uses the headline "More space, less stress? Library trials later Tuesdays". Its report says the library will offer free drop-in study space until 19:00 on Tuesdays for four weeks next term, with no booking. Student comments will inform whether the trial continues. Explain how two choices in the headline construct a meaning for student readers, and explain one limit of the claim suggested by the headline. Refer to the supplied wording and facts.

Fictional candidate response: “More space” suggests a useful place to study, and “less stress?” suggests students may feel better. The question mark shows that less stress is not certain. The trial is only on Tuesdays, so it does not promise the library will stay open later every day. The free drop-in offer gives students more access, but the report does not say that stress has actually gone down.

Teacher evidence/feedback notes: _____

Exercise C complete response B2

Question B2: A fictional magazine’s careers feature repeatedly shows men giving instructions while women take notes. Using Van Zoonen’s feminist approach, explain how this repeated selection could construct a relationship between gender and authority.

Fictional candidate response: Van Zoonen is about women in the media. Men give the instructions and the women take notes. This is how jobs usually work, so the picture is realistic.

Teacher evidence/feedback notes: _____

Exercise D complete C1 response

Question C1: Analyse how media language is used to construct meanings about identity and power in the fictional magazine cover Common Ground, Issue 01: Who Owns the City? (Mock original Version 1.0; control reference IQM3009-A3-MOCK-P1-v1.0). Refer to specific visual and written choices, relevant magazine-cover conventions and how these may shape audience interpretation. Use specific evidence recalled from the studied product. [30 marks]

Complete fictional candidate response: The cover constructs identity and power through a contrast between collective local agency and the scale of urban development. “COMMON GROUND” is the dominant masthead: the large white and yellow lettering gives the title immediate hierarchy, and “common” suggests shared interest or a place of agreement. That is a possible meaning, not proof that every reader will feel included. The issue marker “ISSUE 01” establishes a new magazine identity, while the direct question “WHO OWNS THE CITY?” turns ownership into a public problem rather than a settled fact. The large red word “CITY?” is visually forceful; the question mark keeps the power relationship open to debate.

The central photograph shows four young adult figures together in an urban garden, with high-rise buildings behind them. They are grouped rather than isolated; two stand near the centre and two sit lower in the frame. One person holds a hand-drawn map, and a bicycle helmet is visible. These signs can suggest local knowledge, mobility and participation, but they do not identify the people or establish their real views. The garden sits between brick buildings, trees, flowers and glass towers. That juxtaposition can frame the city as both lived community space and a site of development pressure. The top of the photograph is bright, while the group and garden are more prominent in the foreground; this helps link the question of ownership to residents’ presence rather than presenting the skyline alone.

The supporting line “THE GARDEN BETWEEN TOWERS” names a specific shared space. “Four neighbours redraw the map of a changing neighbourhood” presents the people as active participants, not simply subjects affected by change. The lower strapline “LAND • VOICE • BELONGING” condenses the cover’s themes: land signals material control, voice suggests who can shape decisions, and belonging links place to identity. The map held within the image echoes “redraw the map,” joining written and visual language. A reader could see this as a positive story of community agency; another might question whether four neighbours can represent everyone affected by urban change. Both readings are supported by the collective framing and limited group shown.

Magazine conventions make the argument legible as a cover. The oversized masthead, issue number, large central image, layered cover lines and circular “FREE CITY MAP” badge establish the genre and compete for attention. The cream panel and dark-green field set off the red headline, while the free-map badge works as a conventional incentive and may also connect to the map in the photograph. The hierarchy moves from magazine identity to the ownership question, then the garden feature and supporting phrase. The cover does not provide evidence about who legally owns the land or how an actual audience responds; it offers a designed invitation to think about power and belonging. Overall, its strongest effect is to frame urban change through a collective local perspective, while leaving room to question who is included in that collective “common ground.”

Teacher evidence/feedback notes: _____

Exercise E complete C1 response

Question C1: Analyse how media language is used to construct meanings about identity and power in the fictional magazine cover Common Ground, Issue 01: Who Owns the City? (Mock original Version 1.0; control reference IQM3009-A3-MOCK-P1-v1.0). Refer to specific visual and written choices, relevant magazine-cover conventions and how these may shape audience interpretation. Use specific evidence recalled from the studied product. [30 marks]

Complete fictional candidate response: The cover has the words “Common Ground” and “Who Owns the City?” There are people in a garden and buildings behind them. One person has a map and there is a free map offer. The people look like they own the city because they are in the picture. The magazine uses a big title and bright colours so people will read it. It is about identity because people have different clothes and power because the city belongs to the people in the picture. Readers will agree that the city should belong to them. The cover shows this is true.

Teacher evidence/feedback notes: _____