IQM3009

LEVEL 3 · CONTROLLED STAFF DOCUMENT

INTO QUALIFICATIONS

Media Studies

Assessment 3: Written Examination

STAFF ONLY · Mark scheme

Duration
2 hours 30 minutes

Total marks
80

Assessment window
Sample assessment

Assessment set
Set S of 2026

Audience
Staff only

Release timing
exam release

Exam date
_____

Assessment set ID
AY2026/27-SAMPLE-V2

STAFF ONLY · Use only this assessment-specific scheme and approved standardisation decisions.

Assessment window	**Exam date**
Sample assessment	_____

Paper	Assessment set
A3	Sample assessment Stored IDAY2026/27-SAMPLE-V2

General marking principles

- Record every awarded mark in the corresponding OCR-readable annotation on the candidate response document.
- Credit equivalent valid answers only where the approved item-specific scheme permits them.
- Do not infer grade boundaries from raw marks; award boundaries are held in programme specifications.
- The paper total is fixed at 80 marks: 20 + 30 + 30.

All 80 marks assess AO1/AO2 only. Section A: AO1 20; Section B: AO1 9/AO2 21; Section C: AO2 30. Paper total: AO1 29/AO2 51.

Section A · Multiple-choice questions

Award 1 mark for each correct answer.

Question	Correct answer
A1	C — Connotation concerns associated meanings beyond literal identification. Mapping: LO1; AO1 1
A2	A — The disappearance breaks the established equilibrium. Mapping: LO2; AO1 1
A3	D — Repetition supports recognition while variation renews a genre. Mapping: LO3; AO1 1
A4	B — The paired contrast is a binary opposition in a structuralist reading. Mapping: LO4; AO1 1

Question	Correct answer
A5	B — Hyperreality concerns the unstable distinction between models/simulations and reality. Mapping: LO5; AO1 1
A6	D — Representation produces meaning through choices and shared signifying systems. Mapping: LO6; AO1 1
A7	A — Media can offer resources for the continuing work of identity construction. Mapping: LO7; AO1 1
A8	C — Gendered media discourse can be examined in relation to power. Mapping: LO8; AO1 1
A9	A — Performativity concerns the constitutive repetition of norms, not merely deliberate acting. Mapping: LO9; AO1 1
A10	B — Diaspora is central to Gilroy's discussion of culture, history and identity across national boundaries. Mapping: LO10; AO1 1
A11	C — Ownership concentration raises questions about power and media diversity. Mapping: LO11; AO1 1
A12	D — Regulation can involve competing conceptions of people as consumers and citizens. Mapping: LO12; AO1 1

Question	Correct answer
A13	D — Reusing a successful series is a risk-management strategy; it does not guarantee success. Mapping: LO13; AO1 1
A14	C — Observation of models can contribute to learning; imitation is not automatic in every case. Mapping: LO14; AO1 1
A15	B — Cultivation concerns cumulative patterns of representation and perceptions of the world. Mapping: LO15; AO1 1
A16	A — The viewer accepts part of the preferred meaning while adapting or resisting another part. Mapping: LO16; AO1 1
A17	C — Fans actively rework and share a cultural text within a community. Mapping: LO17; AO1 1
A18	D — Accessible tools broaden participation in production and coordination. Mapping: LO18; AO1 1
A19	A — Denotation is the literal, immediately observable meaning of the image. Mapping: LO1; AO1 1
A20	B — The company controls different stages of the production/distribution chain. Mapping: LO11; AO1 1

Sections B and C · Item-specific marking

Item ID	Question / requirement	Solution and allocation	Alternatives / notes	Max
B1	A fictional detective series keeps a recurring investigator and a weekly mystery, but its new season tells the story through the suspects' video diaries. Explain how Neale's account of repetition and difference can help explain this combination.	1 mark: Identifies repetition/recognisable conventions as part of genre. 1 mark: Identifies difference/variation as part of genre. 1 mark: Applies repetition to the recurring investigator or weekly mystery. 1 mark: Applies difference to the suspects' video-diary viewpoint. 1 mark: Explains how the combination offers recognition and novelty, or changes expectations while retaining a detective identity. Mapping: LO3; AO1 2, AO2 3	State valid alternative explanations and examples. Do not credit the same point twice.	5

Item ID	Question / requirement	Solution and allocation	Alternatives / notes	Max
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.	1 mark: Connects gendered representation/discourse with power. 1 mark: Identifies the men as repeatedly selected for speaking or directing roles. 1 mark: Identifies the women as repeatedly selected for supporting or recording roles. 1 mark: Explains how this pattern may make unequal authority appear normal or expected. 1 mark: Develops the interpretation through selection/omission, the careers context, or a reason why the portrayal is a construction rather than proof of actual capability. Mapping: LO8; AO1 1, AO2 4	State valid alternative explanations and examples. Do not credit the same point twice.	5

Item ID	Question / requirement	Solution and allocation	Alternatives / notes	Max
B3	A fictional documentary describes a music scene as belonging exclusively to one nation. Its own interviews describe musicians, recordings and styles moving between several countries. Using Gilroy's work on diaspora, explain how the interviews could challenge the documentary's description.	1 mark: Identifies diaspora/transnational cultural connections as relevant to identity. 1 mark: Uses the movement of musicians as evidence of connections across national boundaries. 1 mark: Uses the circulation or mixing of recordings/styles as evidence against a sealed national culture. 1 mark: Explains why an exclusive national label can conceal these histories or connections. 1 mark: Develops a contextual conclusion: national belonging may remain meaningful, but the evidence challenges the claim of exclusivity. Mapping: LO10; AO1 1, AO2 4	State valid alternative explanations and examples. Do not credit the same point twice.	5

Item ID	Question / requirement	Solution and allocation	Alternatives / notes	Max
B4	A fictional streaming company owns a studio and a distribution service. It promotes a new spin-off of its best-known series across both. Explain how this strategy can manage commercial risk, using Hesmondhalgh's account of cultural industries.	1 mark: Identifies uncertainty/risk in the commercial success of cultural products. 1 mark: Explains how an established series offers recognisable appeal or an existing audience. 1 mark: Explains how owning distribution can support access, placement or coordinated promotion. 1 mark: Connects these features to reducing uncertainty or spreading/recovering production costs. 1 mark: Develops a relevant qualification: recognition and promotion do not guarantee demand, and repetition may fail to attract or retain viewers. Mapping: LO13; AO1 1, AO2 4	State valid alternative explanations and examples. Do not credit the same point twice.	5

Item ID	Question / requirement	Solution and allocation	Alternatives / notes	Max
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.	1 mark: Identifies a relevant language choice, such as “more space”, “less stress”, the question mark or “trials”. 1 mark: Explains its contextual meaning, e.g. additional study opportunity, reassurance, uncertainty or provisional change. 1 mark: Identifies a different relevant language choice. 1 mark: Explains how that different choice frames the trial for student readers. 1 mark: Explains a supported limit: no evidence establishes stress reduction; the question mark makes this tentative, or the four-week trial does not promise permanent opening. Mapping: LO1; AO1 2 (identification), AO2 3 (contextual explanations and limitation).	Credit other supported language choices and interpretations. Identification earns at most 2 marks; contextual explanation earns up to 3. Do not award creation marks or double-credit the same feature.	5

Item ID	Question / requirement	Solution and allocation	Alternatives / notes	Max
B6	A fictional researcher asks whether frequent viewers of a television crime series think everyday life is more dangerous than occasional viewers do. Explain why Gerbner's cultivation approach is relevant, and give one reason why an association in this study would not by itself establish a media effect.	1 mark: Identifies repeated/long-term exposure as central to cultivation. 1 mark: Identifies perceptions of social reality as the relevant outcome. 1 mark: Applies this to frequent crime-series viewing and estimates of everyday danger. 1 mark: Identifies a plausible alternative influence or direction, such as prior fear influencing viewing, personal experience, or differences between the groups. 1 mark: Explains how that alternative could produce the association without the series causing the difference. Mapping: LO15; AO1 2, AO2 3	State valid alternative explanations and examples. Do not credit the same point twice.	5
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	Apply the published Section C 30-mark grid holistically. Credit valid, supported analysis of the exact product, which may include: the COMMON GROUND masthead and the inclusive or collective meanings it	Use the 30-mark grid below. Credit any coherent alternative interpretation supported by precise evidence from IQM3009-A3-MOCK-P1-v1.0. Do not require the indicative points	30

Item ID	Question / requirement	Solution and allocation	Alternatives / notes	Max
	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]	suggests; the rhetorical cover line ‘WHO OWNS THE CITY?’ and its construction of contested power; the group composition, direct address, community-garden setting and contrast with high-rise development; the hand-drawn map, bicycle helmet, colour palette, lighting and image positioning; the supporting line ‘LAND • VOICE • BELONGING’ and cover-story language; magazine-cover conventions including masthead, issue marker, cover lines, free-gift badge, typography, hierarchy and mode of address; denotation and connotation, signs and signifiers, genre conventions, representations of youth, community, identity and urban power; preferred, negotiated or oppositional readings; and evaluation of how effectively the choices position an audience. Candidates need not address every point. Credit other precise, coherent	or double-credit the same analysis.	

Item ID	Question / requirement	Solution and allocation	Alternatives / notes	Max
		interpretations supported by recalled evidence. Descriptive recall alone is not sustained analysis, and a theory name without application earns no separate credit. Mapping: LO1; AO2 30. The product is not reproduced or played during the examination.		

Section C · Published 30-mark grid

Level	Marks	Descriptor
5	25–30	Sophisticated and sustained analysis; accurate terminology; clear evaluation
4	19–24	Clear, accurate analysis; appropriate terminology; some evaluation
3	13–18	Some analysis; partial accuracy; limited evaluation
2	7–12	Basic or descriptive; weak analysis
1	1–6	Very limited understanding
0	0	No meaningful response

Apply the grid to C1 and the exact named studied product. Strong responses explain how specific media-language choices construct meanings about identity and power, support points with precise recalled evidence, analyse magazine-cover conventions and evaluate audience interpretations.

Section B authoring check: each scheme must allocate exactly 5 marks to the demands of its question, credit valid alternatives and avoid double credit. Follow the guide’s illustrative 5-mark schemes when using those illustrative question forms.