

Candidate Marks Report

Series : 6 2018

This candidate's script has been assessed using On-Screen Marking. The marks are therefore not shown on the script itself, but are summarised in the table below.

Centre No :	Assessment Code : H580
Candidate No :	Component Code : 01
Candidate Name :	

Total Marks : 59 / 90

In the table below 'Total Mark' records the mark scored by this candidate.

'Max Mark' records the Maximum Mark available for the question.

Question	Total / Max Mark	Used In Total
Paper:	H580/01	
Paper	59 / 90	
Total:		
1AO1	2 / 2	✓
1AO2	2 / 4	✓
2AO1	4 / 4	✓
2AO2	5 / 8	✓
3AO1	6 / 8	✓
3AO2	6 / 8	✓
3AO3	3 / 4	✓
4AO1	NR / 8	
4AO2	NR / 4	
5AO1	NR / 8	
5AO2	NR / 4	
5AO3	NR / 4	
6AO1	NR / 8	
6AO2	NR / 8	
6AO3	NR / 8	
7AO1	NR / 8	
7AO2	NR / 4	
8AO1	NR / 8	
8AO2	NR / 4	
8AO3	NR / 4	
9AO1	NR / 8	
9AO2	NR / 8	
9AO3	NR / 8	
10AO1	3 / 8	✓
10AO2	2 / 4	✓
11AO1	8 / 8	✓
11AO2	4 / 4	✓
11AO3	4 / 4	✓

12AO1	4 / 8	✓
12AO2	4 / 8	✓
12AO3	2 / 8	✓

Question Part

1	<p>Norms are the patterns of behaviour that we as a society believe to be normal. Norms are usually associated with the values of the society, thus are particular only to the culture of the one country. For example, British values, are being brought at school, i.e. Mason said wrote that history which is taught in British schools is ethnocentric and it only focus on British historical events even though Britain is brought to be a multicultural country in where the norms shouldn't only focus on what British people see as a norms.</p>
	<p>On the other hand, something norms vary across the world and cultures something that can be a norm in UK; may be different in other country i.e. Tchambou tribe, in where the roles are opposed, the female is the one who provides for the family and goes hunting. When the men are staying behind and trying their best to look good so they can attract attract a female.</p>



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Question Part

2

In source A, it is evident that ~~someone's disability can lead to~~ can draw a gap between people, this can lead to stigma where the person is being blamed for their disability, as if it was their fault. Some sociologists believe that some disabilities are socially constructed

meaning that they are being reinforced further by the society. An example of this could be the architecture of

EG the building in where there are no lifts. This disadvantages the people who move around using wheelchairs.

DEV **KU** 1995 Disability act ^{stated that the equal treatment for people with disabilities} was meant to lead to closing the gap.

In source B ^{it is clear to} ~~we can clearly see~~ that the labeling has an impact on the disabled person identity. Sociologist

DEV **KU** such as Zola who also suffers polio, stated that words which are used to describe the person who suffers from an impairment either mental or physical, presents

his person as unable to function by themselves. ~~She also~~ She noted the most common terms used which were

"disfunctional", "disabled" etc. As is source it states that the introduction of equality legislation, was meant to bring about the



Question Part

2 change, so that disabled people won't feel like they do not belong into this society.

Some sociologists believe that people can overcome their label as "dependent" and actually work, have kids and take of the house such as Mumsnet ~~said~~ wrote, that ~~disabled~~ people who suffer from disabilities have a choice. They can either conform to the label or resist it. For example ~~disabled~~ dwarfs are in a society being seen as small people and they usually have been made fun of. However, there are couple of them who became known ~~actors~~ actors and are now making a lot of money.



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Question Part

3

There has been a slight change in the way age identities that are being seen now compare to before.

This change can be seen when look at media ^{and childhood}. Postman suggested

DEVIKU

that ~~media~~ entertainment TVs leads to disappearance of childhood, much ~~to~~ more children know dress similarly to the adults, or listen to the same music. Which suggests that childhood now may take even shorter period of time. Little girls now are learning much earlier than before how to use make-up etc. This can be due to the fact that make up products are widely available and it's easy for them to learn how to do so, as the access to i.e. Youtube make-up tutorials and make-up guru is quick and easy.



Question Part

3		Answer.
		The change can be also seen regarding
		the elderly. Older people used to
DEV	KU	be labeled as dependant and not unheathy
		etc. However now, sociologists like
		Clabe and Waters came up with the
		term active ageing in where the elderly
		people use their free time on
		doing many indoors as well as outdoors
		activities such as skydiving. There is
		also another term such as grey power
		silver ^{EG} surfers, which refers to the
		elderly people who use their free
		time not on complaining but on fun
		activities.
A	EVAL	However, this of this changes can be
		argued by Perry who states that the
		elderly are being marginalised when
		it comes to media, which is one of
		the most important agents in contemporary
		society, where they are the people
		that elderly are being lonely, and
		that media there are many
		barriers.



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Question Part

10 One way in which moral panics occur is as Interaktionist would see through labeling. Cohen studied two groups "mods" and "rockers", which were two groups who liked to rebel. The media labeled them as "dangerous", which escalated into forming moral panics, and as the media magnified the fight between the two groups, Cohen also focused on the language used by the people who influenced the groups was as if they wanted to come up with another fight.



Question Part

10	<p>Another way in which moral panics are being fanned is as a result, as Merton would say, the as a form of social control that the ruling class is using in order to create make people feel scared so that they will beg the government to do something about the arising issue. Such as Ford Ford would say that the moral panics are being used in order to to make the laws that they wanted, the moral panics are used as a justification and media is used to magnify the issue into to larger audience.</p>
11	<p>Hypodermic syringe model in another words the magic bullet theory is an ^{part} example of direct effects on audience. Packard suggests that the audience are being injected with the informations that are being shown in TVs, he believes that the audience are passive. Another example comes from Bandura, who done a study on the children. He showed them a clip ^{of} the kids hitting the Bobo doll. After</p>



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Question Part

11 ~~At~~ he placed the Bobo doll in the same room as the child who ~~was~~ watched the clip. The results ~~confirmed~~ ~~the~~ support the hypodermic spring model as the child started to punch and kick the Bobo doll. This means that the effect of is being almost immediate and what we see in the TV have a **DEVI** huge effect on our behaviour in the future.

Hypodermic spring model can be also used when explaining what influence music **KU** have on us. Anderson studies music lyrics, he found that the ones who listened to the violent lyrics, have demonstrated more violent behaviours compare with the ones who listened to the non-violent lyrics. ~~Another~~ Suggesting that ~~the~~ the lyrics of the songs are being injected into our heads, and when we are being found in a ~~stark~~ ~~situation~~ ~~situation~~ ~~situation~~ we are more likely to act with violence. Hall also studied the lyrics but regarding to alcohol, what he found was that the people who listen to these lyrics **DEVI** were more likely to consume alcohol.



Question Part

M	the other
	However, some socialologists believe believe
EVAL	that media have an indirect effect
	on the audience. An example of this
	would be a Two-step model who
	states that the person focus on
	the or bases their view on their opinion
	leaders. The first step is, the opinion
	leaders take on anything that the
	from the media, a particular topic
	i.e. divorce, then the second step
	is, the opinion leader interpret the
	news based on the thought and beliefs
	and then have make a comment
	about how they feel about the
	divorce. The audience in this case
	takes on what the opinion leader
	had said and is more likely to
DEVI	believe it.



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Question Part

12	
	<p>Media representations of of different social groups is argued to reinforce the the interests of the ruling class.</p>
<p>KU</p> <p>^</p>	<p>The portrayal of working class ^{under class} in the media, such as Murray would say make them seem as if they deserve to be the at the bottom of the society as they only focus on the the benefits etc. which make the ruling class, the people who are at the top of the society seem better and happier. Once studied the weeps in what underclass is being poor poor, he called it poverty poor as the underclass is making fun fun of.</p>
<p>EVAL</p> <p>?</p> <p>U</p>	<p>However this can be argued by Pluralists, who believe in choice. For example Fergee, as she studies the magazine portrayal in the magazines, she found that the editors put in magazines only what the audience wants to see, so the concept of supply and demand suggests that Middle class preferences who are said to be the ruling class.</p>



Question Part

have only do what is being expected from them i.e. including pictures of Jimmy gale and diets used by the celebrities.

The media portrayals of the ~~the~~ working class people, ~~stages~~ such as Owen Jones said is called "chavism" in where the working class are being presented as not serious but only looking for entertainment. Marxist would argue that this portrayal reinforces the interests of ruling class, as ~~it~~ even though the working class is being brainwashed into believing that the system is fair so that they won't come together and overcome the ruling class.

However, Nanni argues that ~~not~~ the ruling class isn't ~~an~~ and always portrayed as the in a "perfect light" there are instances where the ruling class is being portrayed badly in media such as portrayals of Prince Charles, shows that the good and bad politics are being seen with the ruling class.



Off Page Comments

Item Name	Comment
1AO1	This script does not use the word 'acceptable' or 'expected' but as they discuss 'patterns of behaviour' they clearly understand what norms are. This was therefore awarded two marks for definition as it is accurate and explained through wider development. There is a confused attempt at norm by discussing British Values which was not credited, but an example of the norm of gender roles in the Tchambuli tribe and an explanation of how this culturally relative.
10AO1	Slightly confused about the first example, states 'labelling' but 'Mods and Rockers' with Cohen is credited, but it is underdeveloped. The Second paragraph is unrelated Marxist stuff about the function of moral panics so therefore does not state an example and not credited.
12AO1	KU 2 underdeveloped points. One confused and the other is inaccurate. Eval - 2 undeveloped as well as the final point about the royal family not explained clearly. Reference to Nairn is inaccurate
11AO1	KU detail in Bandura's study is inaccurate e.g no video clip but there is depth in the explanation 2 developed points: 1. Bandura and Packard, 2. Anderson and Hall 1 developed eval. This is enough for full marks.
2AO1	Although no study, there is one developed point on social construction and the 1995 Disability Act and a second developed point on Zola so four marks. AO2 Source A is fully developed 'drawing the gao', but the reference to Source B , one is underdeveloped as it is not fully applied to Zola.
3AO1	Developed points used of Postman - young people. Disappearance of childhood and used examples to support point. Elderly point - clarke and Warren, active ageing and use of silver surfers Eval - Berry not full marks as needs to further develop why media is most powerful