

**Section B – Promoting Media**

6. Identify the word that describes big budget films which aim to be very popular.  
(Elements tested in this question: AO1 (1a) Demonstrate knowledge of the theoretical framework of media)

Question	Answer	Mark	Guidance
6	Blockbuster(s)  Allow 'tentpole' film as the description can also apply to a tentpole film.	<b>1</b> <b>AO1</b> <b>1xAO1(1a)</b>	1 mark for correct answer

7. Explain one reason why films are regulated. Use The Lego Movie as an example in your answer.  
 (Elements tested in this question: AO1 (1a) Demonstrate knowledge of the theoretical framework of media; AO1(1b) Demonstrate understanding of the theoretical framework of media)

Question	Answer	Marks	Guidance
7	<p>A <b>statement</b> of why films are regulated might include:</p> <ul style="list-style-type: none"> <li>• protection</li> <li>• censorship</li> <li>• marketing.</li> </ul> <p>An <b>explanation</b> of why films are regulated might include:</p> <ul style="list-style-type: none"> <li>• to protect audiences from explicit language</li> <li>• to protect audiences from sex, violence or drug use</li> <li>• to remove content deemed too explicit through imposing cuts to films in order for them to be released to audiences</li> <li>• to help market films at specific audiences; film producers may cut scenes in order to achieve a particular rating.</li> <li>• to help parents understand if the content is suitable for their child.</li> </ul> <p>Relevant examples from The Lego Movie might include:</p> <ul style="list-style-type: none"> <li>• The Lego Movie was awarded 'U' certification and so is suitable for young audiences as no one is seen to get hurt;</li> <li>• The Lego Movie was awarded 'U' certification and so is suitable for young audiences as it does not contain any explicit language, sexual references or drug use</li> </ul>	<p><b>4</b>  <b>AO1</b>  <b>2xAO1(1a)</b>  <b>2xAO1(1b)</b></p>	<p><b>1 mark</b> for one reason stated  or  <b>2 marks</b> for one reason explained.  Then:  <b>1 mark</b> for knowledge of The Lego Movie that does not exemplify this reason  or  <b>2 marks</b> for a reference to The Lego Movie that exemplifies this reason.</p>

		<ul style="list-style-type: none"><li>• The Lego Movie was awarded 'U' certification and so is suitable for young audiences because any violence is between animated toy figures meaning that the fantasy nature of the violence is very clear.</li><li>• The U certificate issued to The Lego Movie helps parents understand that there is no challenging, difficult or inappropriate content, such as swearing or imitable behaviour, and that it would be suitable for children to watch.</li><li>• Any other relevant explanation.</li></ul>		
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8. Explain how releasing a video game based on a film helps promote both the game and the film. Refer to The Lego Movie Video Game in your answer.

<b>Assessment Objectives</b>		<p><b>AO1</b> - Demonstrate knowledge and understanding of:</p> <ul style="list-style-type: none"> <li>the theoretical framework of media.</li> </ul> <p>(Elements tested in this question: AO1(1a) Demonstrate knowledge of the theoretical framework of media; AO1(1b) Demonstrate understanding of the theoretical framework of media)</p> <p><b>Maximum 10 marks</b></p>		
<b>Additional Guidance</b>		<p>The 'indicative content' is an example of valid content. Any other valid content is acceptable and should be credited in line with the levels of response. The 'indicative content' shown is not a full exemplar answer. It is not expected for candidates to cover all elements of the indicative content.</p>		
<b>Question</b>		<b>Answer</b>	<b>Marks</b>	<b>Guidance</b>
8		<p><b>Reward knowledge and understanding for example:</b></p> <ul style="list-style-type: none"> <li>the promotion of The Lego Movie film is extended by the release and promotion of The Lego Movie video game</li> <li>a video game based on a film will bring a new audience of video gamers to the film, creating a wider market reach</li> <li>the same characters are used in the Lego Movie video game as the film, which creates synergy used across the products – audiences will recognise the well-known superhero characters</li> <li>the promotion of a video game is easier if it is linked to a film; the Lego Movie video game is more popular with audiences because it is linked to a successful film release (The Lego Movie).</li> <li>releasing a video game after a film will help to extend the life of the franchise, increasing profits</li> </ul>	<p><b>10</b> <b>AO1</b> <b>4xAO1(1a)</b> <b>6xAO1(1b)</b></p>	<p><b>Use Levels of Response criteria</b></p> <p><b>Level 3 (7–10 marks)</b> Excellent knowledge and understanding of the ways a video game based on a film helps to promote both the game and film, with reference to The Lego Movie Video Game.</p> <ul style="list-style-type: none"> <li><b>AO1(1a)</b> A clear demonstration of knowledge how releasing a video game based on a film helps promote both the game and the film</li> <li><b>AO1(1b)</b> A clear demonstration of understanding of how releasing a video game based on a film helps promote both the game and the film</li> <li><b>AO1(1b)</b> Excellent use of the set product to support the answer.</li> </ul> <p>Excellent responses in the top mark band will typically explain at least two of the ways a video game based on a film helps to promote both the game and film, and</p>

			<ul style="list-style-type: none"> <li>the wide range of characters in the video game is used to maximise the audience for both the game and the film, targeting fans of other super hero franchises</li> <li>any other relevant explanation.</li> </ul>	<p>choose relevant examples of how The Lego Movie Video Game offers these.</p> <p>A candidate operating at level 3 would be expected to access most of the AO1(1a) marks and most of the AO1(1b) marks.</p> <p><b>Level 2 (4–6 marks)</b>  Adequate knowledge and understanding of the ways a video game based on a film helps to promote both the game and film, with reference to The Lego Movie Video Game.</p> <ul style="list-style-type: none"> <li><b>AO1(1a)</b> A partial demonstration of knowledge of how releasing a video game based on a film helps promote both the game and the film</li> <li><b>AO1(1b)</b> A partial demonstration of understanding of how releasing a video game based on a film helps promote both the game and the film</li> <li><b>AO1(1b)</b> Adequate use of the set product to support the answer.</li> </ul> <p>Adequate responses at the top of the middle mark band may successfully explain one way video games based on films help promote both products, with some reference to The Lego Movie Video Game.  Responses at the bottom of this band may discuss promotion methods without reference to video games or fail to refer to the set product.</p> <p>A candidate operating at level 2 would be expected to access some of the AO1(1a) marks and some of the AO1(1b) marks.</p> <p><b>Level 1 (1–3 marks)</b>  Minimal knowledge and understanding of how releasing a video game based on a film helps promote both the</p>
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				<p>game and the film with reference to The Lego Movie Video Game.</p> <ul style="list-style-type: none"> <li>• <b>AO1(1a)</b> An attempt to demonstrate knowledge of how releasing a video game based on a film helps promote both the game and the film</li> <li>• <b>AO1(1b)</b> An attempt to demonstrate understanding of how releasing a video game based on a film helps promote both the game and the film</li> <li>• <b>AO1(1b)</b> Minimal or no use of the set product to support the answer.</li> </ul> <p>Minimal responses in the bottom band may be underdeveloped or descriptive, offering some attempt at explaining promotion methods or the set product.</p> <p>A candidate operating at level 1 would be expected to access AO1(1a) marks and, at the top of the band, at least one AO1(1b) mark.</p> <p><b>Level 0 (0 marks)</b> No response or no response worthy of credit.</p>
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9. Refer to **Extracts 1, 2, 3, 4 and 5 in the Insert**. Analyse the representations in The Lego Movie poster campaign.

<b>Assessment Objectives</b>	<p><b>AO2</b> - Analyse media products using the theoretical framework of media, including in relation to their contexts. (Elements tested in this question: AO2(1a) Analyse media products using the theoretical framework of media including in relation to their contexts )</p> <p><b>Maximum 10 marks</b></p>
<b>Additional Guidance</b>	The 'indicative content' is an example of valid content. Any other valid content is acceptable and should be credited in line with the levels of response. The 'indicative content' shown is not a full exemplar answer. It is not expected for candidates to cover all elements of the indicative content.

Question		Answer	Marks	Guidance
	9	<p>Responses should analyse representations in the film posters such as:</p> <ul style="list-style-type: none"> <li>there are many more male characters than female characters in the posters and a wider range of male characterisation, which suggests a stereotypically higher valuation of masculinity over femininity</li> <li>the genre of action is traditionally male dominated and this is reflected in the poster campaign</li> <li>the representation of active, confident and self-sufficient femininity in the Wyldstyle character is anti-stereotypical for a female, e.g. through her representation using sword play,</li> <li>stereotypical representation of the mystical character – Vitruvius – as older and wiser</li> <li>the stereotypical aggressive masculinity of the Lord Business character is represented in his body stance and facial expression</li> </ul>	<p><b>10</b> <b>AO2</b> <b>10xAO2(1a)</b></p>	<p><b>Use Levels of Response criteria</b></p> <p><b>Level 3 (7–10 marks)</b> An excellent analysis of representations.</p> <ul style="list-style-type: none"> <li>A sophisticated, perceptive and accurate analysis of the representations in <i>The Lego Movie</i> poster campaign</li> <li>Highly relevant response to the question, demonstrated by full focus on representation.</li> </ul> <p>Excellent responses in the top mark band will typically explain two or more examples of representation with detailed reference to the poster campaign.</p> <p><b>Level 2 (4–6 marks)</b> An adequate analysis of representations.</p> <ul style="list-style-type: none"> <li>A competent and generally accurate analysis of the representations in <i>The Lego Movie</i> poster campaign; responses may be descriptive in parts</li> <li>Partially relevant response to the question, demonstrated by some focus on representation.</li> </ul>

		<ul style="list-style-type: none"> <li>the anti-stereotypical representation of Emmet’s vulnerability, as shown in his look of panic in many posters, despite his traditionally masculine builder’s costume</li> <li>the city-scape in the first poster seen as a stereotypical representation of the capitalism</li> <li>discussion of the representation of characters (such as heroes or villains) to be rewarded when linked to a specific social group such as gender, age or ethnicity.</li> <li>any other relevant analysis.</li> </ul>	<p>Adequate responses at the top of the middle mark band may explain at least two examples of representation, though one explanation may be less developed. Responses at the bottom of this band may explain at least one example of representation it but may be very underdeveloped.</p> <p><b>Level 1 (1–3 marks)</b>  A minimal analysis of representation.</p> <ul style="list-style-type: none"> <li>Analysis, if present, of representation in <i>The Lego Movie</i> poster campaign is minimal and/or largely descriptive and may not be relevant</li> <li>Barely relevant response to the question, lacking in focus on representation.</li> </ul> <p>Minimal responses in the bottom band may describe some aspect of representation but this may be descriptive.</p> <p><b>Level 0 (0 marks)</b>  No response or no response worthy of credit.</p>
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## Assessment Objectives Grid

Question	AO1(1a)	AO1(1b)	AO1(2a)	AO1(2b)	AO2(1a)	AO2(1b)	Marks
1					5		5
2					5	5	10
3*					10	5	15
4	3	2					5
5			5	5			10
6	1						1
7	2	2					4
8	4	6					10
9					10		10
<b>Element total</b>	<b>10</b>	<b>10</b>	<b>5</b>	<b>5</b>	<b>30</b>	<b>10</b>	
<b>AO Total</b>	<b>30</b>				<b>40</b>		<b>70</b>

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