

EDUQAS GCSE MEDIA · COMPONENT 1 QUESTION 2B (25 MARKS)

SCALES: the method for the 25-mark comparison

Q2b compares a set product with an unseen product in the same form. SCALES makes sure students cover both, every time.

What Q2b actually asks

'Compare the representation of [gender / men / women / ethnicity / messages] in [set product] and an UNSEEN product in the same form.' The unseen is given in the exam. The mark scheme is unforgiving on one thing: an answer about only one product caps at band 2. Bands 3 and above REQUIRE both products compared. SCALES builds that in.

	Step	What the student must do
S	Subject	Say what or who is represented in EACH product. Name both.
C	Choices	Name the selection and construction choices in each (image, layout, language, colour, mode of address).
A	Alike	Give two similarities, with evidence from BOTH products.
L	Lean	Give two differences - how each product leans - with evidence from BOTH.
E	Evaluate	Weigh it up: how far are they similar overall?
S	State	Final sentence: your justified judgement (mostly similar, or mostly different, and why).

Why it works

Alike and **Lean** each demand evidence from both products, so a one-sided answer is impossible to write. The word fits the image: two pans of a scale tipping. **Evaluate** and **State** deliver the 'how far' judgement the band 5 descriptor rewards. Teach it as a grid first (one row per letter, note form), then write it up as a sustained comparison.

SCALES is original Margin Notes scaffolding, free to share and use in class. Worked comparisons and exam practice are in the Margin Notes Eduqas units. Grounded in the WJEC Eduqas S24 mark scheme for Q2b.