

## Assessment Schedule – 2020

### Media Studies: Demonstrate understanding of the relationship between a media product and its audience (91248)

#### Evidence

*Note: The candidate has either identified the statement responded to: 1, 2, 3, or 4; or made their selection evident in the answer.*

Achievement	Achievement with Merit	Achievement with Excellence
<p><b>Identifies</b> a specific media product and its audience on the planning page, or anywhere within the answer. The candidate demonstrates understanding by using their chosen statement to:</p> <ul style="list-style-type: none"> <li>• <b>describe</b> the relationship between the media product and its audience.</li> </ul> <p>The description may include:</p> <ul style="list-style-type: none"> <li>• any of the ways in which the media product (or its producers) and the audience interact, or form a relationship.</li> </ul> <p>Description is <b>supported by evidence</b> linking the media product to its audience.</p>	<p><b>Explains</b> how and / or why the relationship between a media product and its audience operates.</p> <p>The explanation could cover such things as:</p> <ul style="list-style-type: none"> <li>• how and why techniques are used to identify and / or measure a media audience</li> <li>• how and why techniques are used to target a media audience</li> <li>• how and why other elements of the relationship operate.</li> </ul> <p>Explanation is <b>supported by evidence</b> linking the media product to its audience.</p>	<p><b>Examines</b> a consequence of the relationship between a media product and its audience.</p> <p>The examination of the consequence could cover such things as:</p> <ul style="list-style-type: none"> <li>• the implications of the relationship on the media product, media audiences, other media, and / or wider society, or other relevant issues</li> <li>• the effectiveness of the aspect on the relationship between the media product and its audience</li> <li>• evidence of insight or understanding of the complexities of the relationship</li> <li>• the nature of the relationship, examining wider issues such as competition, effects of globalisation and cross-media tie-ins, audience fragmentation, branding, societal concerns, new media.</li> </ul> <p>Examination is <b>supported by evidence</b> linking the relationship between the media product and its audience.</p>

A3	A4	M5	M6	E7	E8
<p>Describes the relationship between a specific media product and its audience, with supporting evidence, but the description and / or evidence linking the audience to its product is limited.</p> <p>Uses a clear example to illustrate the relationship, but reference to this relationship is implied, rather than clearly stated.</p> <p>Provides some response to the chosen statement throughout most of the essay.</p>	<p>Describes the relationship in detail, with detailed supporting evidence linking the audience to its product.</p> <p>Attempts some explanation of the relationship between the media product and its audience, but this is limited or generalised, and unsupported by evidence.</p> <p>Responds to the chosen statement throughout the essay.</p>	<p>Explains how and / or why the relationship between the media product and its audience operates, with some supporting evidence linking the audience to the product.</p> <p>Responds to the chosen statement throughout the essay.</p>	<p>Provides a detailed explanation of how and / or why the relationship between the media product and its audience operates, with detailed supporting evidence clearly linking the audience to the product.</p> <p>Attempts some discussion of a consequence of the relationship, but this is limited or generalised, and unsupported by evidence.</p> <p>Responds to the chosen statement throughout the essay.</p>	<p>Examines a consequence of the relationship between a media product and its audience, supported by judicious evidence.</p> <p>Integrates the chosen statement throughout the essay.</p>	<p>Provides a detailed examination of a consequence of the relationship between a media product and its audience, supported by insightful evidence.</p> <p>Integrates the chosen statement throughout the essay.</p>
<p><b>N0</b> = No response; no relevant evidence.</p> <p><b>N1</b> = Demonstrates limited understanding of the relationship between a media product and its audience, <i>OR</i> no specific media product and / or audience identified and described (e.g. magazines / teenagers).</p> <p><b>N2</b> = Identifies a relationship (e.g. audience measurement) but does not describe the relationship between a specific media product and its audience, <i>OR</i> describes a media product and its audience in detail but without describing a relationship between the product and its audience.</p>					

### Cut Scores

Not Achieved	Achievement	Achievement with Merit	Achievement with Excellence
0 – 2	3 – 4	5 – 6	7 – 8