Assessment Schedule – 2015

Media Studies: Demonstrate understanding of an aspect of a media genre (91251)

Evidence

Note: The candidate has either identified the statement responded to: 1, 2, 3, 4, or 5; or made their selection evident in the answer.

Achievement	Achievement with Merit	Achievement with Excellence
The candidate identifies a specific media genre. The **media genre** means a group of media texts categorised through their commonly shared features. Examples of genres include, but are not limited to: • teenage magazines (print) • western movies (film) • documentaries (film or television) • soaps (television) • breakfast shows (radio) • social networking websites (Internet). The candidate **describes** a specific aspect of a chosen media genre. Descriptions include **supporting detail** from at least TWO media texts and / or evidence from other sources. (The details must be relevant to the chosen media genre and aspect.)	The candidate provides a detailed **explanation** of an aspect of the media genre, i.e. how and / or why the aspect has an impact on the media genre. The explanation of the aspect is relevant to the chosen statement, e.g.: • how and / or why changes in the media genre have occurred (Statements 1 and 2) • how and / or why audience expectations and / or response to the media genre exist, or have developed (Statements 3 and 4) • how and / or why commercial considerations influence the media genre (Statement 5). Explanations include **supporting detail** from at least TWO media texts and / or evidence from other sources. *Note: If the explanation is integrated within the description, then the examples used can count as evidence for BOTH the description and explanation, i.e. the candidate does not need to include evidence of additional texts to achieve Merit.*	The candidate **examines** the likely implication(s) of the aspect and draws a conclusion(s) based on the evidence. The examination can be stated as: • a broad generalisation, providing it is drawing a conclusion about an earlier explanation that is well supported by detail • a comparison with other genres or media forms, e.g. with new evidence • a conclusion that shows evidence of insight or understanding of the complexities within the aspect. The implication(s) could be about such things as the effect of the aspect on the genre itself, media audiences, other media, and / or wider society, or other issues relevant to the genre, aspect, and statement chosen. The candidate may show evidence of insight or understanding of the complexities of the relationship.

N1	N2	A3	A4	M5	M6	E7	E8
EITHER: Limited understanding of an aspect of the media genre (genre not apparent). *OR:* Specific examples from texts are lacking.	*EITHER:* Describes an aspect of the media genre, but the description is limited. *OR:* Gives examples from only ONE text.	*EITHER:* Describes an aspect of the media genre, with supporting detail from TWO texts, but the description is limited. *OR:* Describes an aspect of the media genre, but ONE example of the two used is described in less detail.	Describes an aspect of the media genre, with supporting detail from TWO or more relevant texts.	Explains how and / or why an aspect of the media genre has an impact on the genre, with supporting detail.	Explains, in detail, an aspect of the media genre and its impact on the genre, with supporting detail from TWO or more relevant texts. Discussion of implication is limited or irrelevant.	Examines the implication(s) of an aspect of the media genre, and draws a conclusion(s) based on the evidence.	Examines the implication(s) of an aspect of the media genre, and draws conclusions based on the evidence. The examination integrates specific examples and / or evidence, or realises the complexities of the aspect.

N0 = No response; no relevant evidence.

Cut Scores

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

Appendix – Sample answer material (partial examples only)

Achievement	Achievement with Merit	Achievement with Excellence
Statement 2: Genres thrive (grow, develop, change) when media producers modify conventions.		
Media genre: Documentaries		
The candidate describes an **aspect** of the media genre. The aspect includes ONE of: • a **change** in the media genre • **audience expectations** and / or **response** to the genre • the influence of **commercial considerations** of the genre. The candidate describes the development of documentaries, using examples from before and after the modification in conventions (may be some irrelevancy in responding directly to the topic), e.g.: *An important development in documentaries was the change from expository to direct cinema in the 1960s. Direct cinema was an attempt by the film-makers to 'show, rather than tell' their story, and was also known as 'fly-on-the-wall' or observational documentary. Before this, the usual style was expository, where the film-maker attempted to persuade the viewer of his / her point of view by choosing to show the subject in a certain way.* *An example of this was Frank Capra's "Why We Fight" series for the US Defence Department in World War II …*	The candidate explains how and / or why the aspect has an **impact** on the media genre. The candidate explains the development of documentaries, using examples from before and after the modification in conventions, and the underlying reasons of how and why the change took place, e.g.: *Documentaries prior to the 1960s were generally heavily mediated by the limitations of the equipment available and the desire of documentary-makers to "educate" via editing and selective narrative construction. This is known as expository documentary and is considered the classic form of documentary … as the post-war generation began to question traditional modes of presenting of reality, a more transparent style of documenting events developed.* *Along with other aesthetic developments in film at that time, particularly the neo-realist and 'nouvelle vague' schools of film-making in Europe that challenged traditional ways of fictional storytelling, a new generation of consumers were unwilling to accept the same mediated version of the 'truth'. The 1960s was a decade of social exploration for many, and there was a growing feeling of suspicion and dissatisfaction with the government …*	The candidate examines the likely **implication(s)** of the aspect and **draws a conclusion(s)** based on **supporting detail** from at least TWO media texts and / or evidence from other sources. The candidate draws conclusions about the significance of the development of documentaries, supported by well-chosen evidence, e.g.: *… Brought about by advances in cinema technology, this change was important because it reflects not only the changing face of the socio-political world in the early 1960s, but also a new consideration of the role of the media in presenting 'reality' …* Evidence of critical theory is NOT required, but could be used to support the analysis, e.g.: *Dziga Vertov's "Kino-Pravda" style, and the neo-realist school had foreshadowed the revisiting of aesthetic taste among documentarians and cinema-goers earlier in the century. Vertov's ideas of presenting reality …* The candidate discusses the implications of the development for documentaries. In this case, aesthetic, socio-political, economic factors, could all be discussed, e.g.: *… The implications of this were huge if stylistically this form was popular over a short period of time. Direct cinema, and the social, political, and expressive freedom it inspired in the masses, was popular for only about a decade before going "out of fashion" in the mainstream market. Essentially, the change from the expository mode to direct cinema was a*

		re-examination by society and film-makers alike, of a documentary's role in society and its relationship to expressing "reality" or "truth". The relative impact of this new style can still be seen in news and documentaries today, using a fly-on-the-wall approach to reporting …