

## Assessment Schedule – 2019

### Media Studies: Demonstrate understanding of an aspect of a media industry (91490)

#### Evidence

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

Achievement	Achievement with Merit	Achievement with Excellence
<p>For the chosen statement, the candidate:</p> <ul style="list-style-type: none"> <li>• <b>identifies</b> an aspect of a chosen media industry</li> <li>• <b>explains</b> how and / or why the aspect operates in the industry</li> <li>• <b>responds to the chosen statement</b> through some of the essay</li> <li>• includes <b>relevant, specific supporting detail</b> from media text(s) and / or evidence from other sources relevant to the chosen industry.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>analyses</b> an aspect of a chosen media industry by <b>explaining its impact</b> on the chosen industry and / or society</li> <li>• <b>responds to the chosen statement</b> through most of the essay</li> <li>• includes <b>relevant, specific supporting detail</b> from media text(s) and / or evidence from other sources relevant to the chosen industry throughout their analysis.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>makes a judgement or evaluates the impact</b> of an aspect of a chosen media industry on the media industry and / or society</li> <li>• <b>responds to the chosen statement</b> throughout the essay</li> <li>• constructs an argument deduced from textual evidence and discussion of the aspect covered, i.e. more than just a concluding statement</li> <li>• integrates the material into a coherent response</li> <li>• draws conclusions about the wider significance for the chosen media industry and / or society by including <b>relevant, specific supporting detail</b> from media text(s) and / or evidence from other sources relevant to the chosen industry throughout, consistently supporting their evaluation.</li> </ul> <p>The candidate may evaluate the impact by discussing the wider implications, such as long-term future effects on products, the industry, the market and / or audiences, or wider society. The discussion may also include possible changes, future developments, or alternatives.</p> <p><i>Perceptive analysis</i> may be reflected in the way examples are used, such as:</p> <ul style="list-style-type: none"> <li>• a detailed response to one business, or a wider range of examples used to emphasise a point</li> <li>• specific comparisons are made, referring to more than one business and / or other media forms</li> <li>• use of accurate, judiciously chosen evidence to support their argument.</li> </ul> <p>Evidence of perceptive analysis may come from:</p> <ul style="list-style-type: none"> <li>• a coherent construction of their discussion</li> <li>• their initial response to their chosen statement</li> <li>• the detail of their analysis</li> <li>• the strength of their conclusion.</li> </ul>

<b>A3</b>	<b>A4</b>	<b>M5</b>	<b>M6</b>	<b>E7</b>	<b>E8</b>
Identifies an aspect of the chosen media industry and explains how and / or why this aspect of the chosen media industry operates in response to the chosen statement, but the explanation and / or evidence is limited.	Identifies an aspect of the chosen media industry and explains how and / or why this aspect of the chosen media industry operates in response to the chosen statement.  Attempts some analysis of the impact of the aspect, but this is limited or generalised, and unsupported by evidence.  Attempts to respond to the chosen statement.	Analyses an aspect of a chosen media industry by explaining its impact on the industry and / or society in response to the chosen statement.	Analyses an aspect of a chosen media industry by explaining, in detail, its impact on the industry and / or society in response to the chosen statement.  Attempts some evaluation of the impact of the aspect, but this is limited or generalised, and unsupported by evidence.  Responds to the chosen statement.	Evaluates the impact of an aspect of a chosen media industry on the industry and / or society by drawing valid conclusions about the wider significance for the industry and / or society in response to the chosen statement.	Evaluates the impact of an aspect of a chosen media industry on the industry and / or society by drawing insightful and convincing conclusions about the wider significance for the industry and / or society in response to the chosen statement.  Responds consistently to the chosen statement.
Uses relevant, specific supporting evidence.	Uses relevant, detailed supporting evidence.	Uses relevant, specific supporting evidence.	Uses detailed supporting evidence.	Supports argument consistently with judicious evidence.	Supports argument consistently with insightful evidence.

**N0** = No response; no relevant evidence.

**N1** = Provides no explanation of an aspect of a media industry in response to the chosen statement; uses insufficient evidence.

**N2** = Provides some explanation of an aspect of a media industry in response to the chosen statement; uses insufficient evidence.

### Cut Scores

<b>Not Achieved</b>	<b>Achievement</b>	<b>Achievement with Merit</b>	<b>Achievement with Excellence</b>
0 – 2	3 – 4	5 – 6	7 – 8