Assessment Schedule - 2019

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
Identifies a specific media product and its audience on the planning page, or anywhere within the answer.	Explains how and/or why the relationship between a media product and its audience operates.	Examines a consequence of the relationship between a media product and its audience.
The candidate demonstrates understanding by using their chosen statement to:		
 describe the relationship between the media product and its audience. 		
 The description may include: any of the ways in which the media product (or its producers) and the audience interact, or form a relationship. 	 The explanation could cover such things as: how and why techniques are used to identify and / or measure a media audience how and why techniques are used to target a media audience how and why other elements of the relationship operate. 	 The examination of the consequence could cover such things as: the implications of the relationship on the media product, media audiences, other media, and/or wider society, or other relevant issues the effectiveness of the aspect on the relationship between the media product and its audience evidence of insight or understanding of the complexities of the relationship 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.
Description is supported by evidence linking the media product to its audience.	Explanation is supported by evidence linking the media product to its audience.	Examination is supported by evidence linking the relationship between the media product and its audience.

NCEA Level 2 Media Studies (91248) 2019 — page 2 of 2

А3	A4	M5	M6	E7	E8
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.	Describes the relationship in detail, with detailed supporting evidence linking the audience to its product.	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.	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.	Examines a consequence of the relationship between a media product and its audience, supported by judicious evidence.	Provides a detailed examination of a consequence of the relationship between a media product and its audience, supported by insightful evidence.
Uses a clear example to illustrate the relationship, but reference to this relationship is implied, rather than clearly stated.	Attempts some explanation of the relationship between the media product and its audience, but this is limited or generalised, and unsupported by evidence.		Attempts some discussion of a consequence of the relationship, but this is limited or generalised, and unsupported by evidence.		
Provides some response to the chosen statement throughout most of the essay.	Responds to the chosen statement throughout the essay.	Responds to the chosen statement throughout the essay.	Responds to the chosen statement throughout the essay.	Integrates the chosen statement throughout the essay.	Integrates the chosen statement throughout the essay.

N0 = No response; no relevant evidence.

N1 = Demonstrates limited understanding of the relationship between a media product and its audience, OR no specific media product and / or audience identified and described (e.g. magazines / teenagers).

N2 = Identifies a relationship (e.g. audience measurement) but does not describe the relationship between a specific media product and its audience, *OR* describes a media product and its audience in detail but without describing a relationship between the product and its audience.

Cut Scores

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