

Assessment Schedule – 2013

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

Evidence Statement

Note: The candidate should identify which option they intend to respond to: 1, 2, 3, or 4. There will be no penalty for not identifying which option, but their selection must be evident in the answer.

Achievement	Achievement with Merit	Achievement with Excellence
<p>The candidate explains how and / or why an aspect of a media industry operates.</p> <p>For ALL options, the candidate:</p> <ul style="list-style-type: none"> explains how and / or why the aspect operates in the industry uses at least TWO specific and detailed examples relevant to the chosen industry. 	<p>The candidate explains, in depth, the impact of the aspect on the chosen media industry.</p> <p>For ALL options, the candidate:</p> <ul style="list-style-type: none"> analyses the impact of the aspect for the chosen industry uses specific and detailed examples relevant to the chosen industry. 	<p>The candidate evaluates an aspect of the chosen media industry.</p> <p>For ALL options, the candidate:</p> <ul style="list-style-type: none"> makes a judgement or evaluation about the impact of the aspect on the media industry and / or society constructs an argument deduced from textual evidence and discussion of the aspect covered, ie more than just a concluding statement integrates the material into a coherent response uses judicious evidence that consistently supports their evaluation. <p>Perceptive understanding means that the candidate shows evidence of perceptive insight (some indication of conclusions drawn from their own investigation or analytical thinking) into the aspect, and the effect this aspect has on the industry or society, and how / why these have arisen (some historical perspective may be appropriate – at least an understanding of the forces / rationales at work).</p> <p>The candidate may discuss 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>Perceptive analysis may be reflected in the way that examples are used, such as:</p>

		<ul style="list-style-type: none">• a detailed response to one business, or a wider range of examples used to emphasise a point• specific comparisons are made, referring to more than one business and / or other media forms• use of accurate, judiciously chosen evidence to support their argument. <p><i>Evidence of perceptive analysis</i> may come from:</p> <ul style="list-style-type: none">• a coherent construction of their discussion• their initial response to their chosen statement• the detail of their analysis• the strength of their conclusion.
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Option 1: Technological-digital-developments are changing media industries (partial examples)

The **music industry** is affected in many ways by technological / digital developments. Copyright infringement and file sharing have resulted in a decrease in CD sales (nearly 50% in the past decade and 5% in sales in 2011 alone), and record shops are closing down as a result. Record labels are coming down hard on people who steal music. A recent example is The Recording Industry Association of America's lawsuit against Joel Tenenbaum for allegedly sharing music with file-sharing software.

Digital photography has had a significant impact on the **newspaper industry**, as it has allowed the newspapers to save time and money. This means that local papers like The Nelson Mail are able to use a combination of local photographs and stories to retain local interest. This has increased their sales, but means that significant overseas stories may be dropped in favour of local interest. Alex S Jones discusses this in the book *Losing the News*, where he explains how the important news stories, or what he calls "the iron core of the news", are decreasing, as a result of such things as increased local news. For The Nelson Mail however, it means they cater to a niche market, and can hold their own against The Press and The Dominion Post, which are also sold in Nelson. Locals have a strong link to the local paper, and they contribute via digital photography.

Technological developments are having a huge impact on today's **Hollywood film industry** in all sorts of ways. For example, people are now able to watch films online and on their mobile phones, when and where they choose. While digital technology should have made it cheaper for films to be made, in a time of recession and a resurgence of popularity of television, the big studios (now part of larger media companies), are spending much more on the special effects available through technology, often at the expense of storyline. The focus on special effects is being pursued to create a point of difference to continue to attract audiences to cinemas – special effects are lost on the smaller screens, and not yet a factor in television. This means the Hollywood film industry's costs are increasing (The Economist recently quoted \$200 million for some), and millions are also spent on the marketing of the films. ...

It is unclear what the long-term effects of Hollywood's sacrifice of storyline for whizz-bang productions will be, but it is already evident that there are many more prequels and sequels being produced, such as the new Star Wars films that are under way. Will young people be interested in going to the cinema once the novelty of 3D and CGI wears off? They are already able to watch an enormous range of films online – many of them cheaply made indie productions – because new technologies also mean that digital film production can be very inexpensive, funding can be crowd-sourced, and distribution can be done via the Internet.

N1	N2	A3	A4	M5	M6	E7	E8
Gives an incomplete description of an aspect of a media industry.	Gives an incomplete description of an aspect of a media industry.	Explains an aspect of a media industry.		Explains the impact of an aspect of a media industry on the industry and / or society.	Explains, in depth, the impact of an aspect of a media industry on the industry and / or society.	Evaluates an aspect of a media industry by drawing valid conclusions about the wider significance for the industry and / or society.	Evaluates an aspect of a media industry by drawing insightful and convincing conclusions about the wider significance for the industry and / or society.
Provides no explanation of an aspect of a media industry.	Provides some explanation of an aspect of a media industry.		Explains, in depth, an aspect of a media industry, making some attempt to explain the implication(s).				
Uses insufficient evidence.	Uses insufficient evidence.	Uses mainly relevant evidence.	Uses relevant evidence.	Uses detailed and relevant evidence.	Uses detailed and relevant evidence.	Uses detailed and relevant evidence that clearly supports the discussion.	Uses judicious evidence that clearly and consistently supports the discussion.

N0 = No response; no relevant evidence.

Judgement Statement

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