Assessment Schedule – 2015

Media Studies: Demonstrate understanding of characteristics of a media genre (90992)

Evidence

Note: The issue or event must be occurring now, or have occurred within the past year, to be considered as current, and the candidate has either identified the statement responded to: 1, 2, or 3; or made their selection evident in the answer.

Achievement	Achievement with Merit	Achievement with Excellence
Describes TWO significant characteristics of a media genre. **Characteristics** of a genre might be: • disaster films – focus group characters to appeal to audience, sacrificing oneself for others • coming-of-age films – conflict between teen(s) and adult, journey motif • superhero films – superhero's alter ego, the superhero's back story • sitcoms – stock character of 'the fish out of water', the running joke.	**Explains how** AND / OR **why** TWO significant characteristics are used in a media genre.	**Explains** an **effect** of EACH of the two selected significant characteristics for the media genre. An **effect** could include any of the following: • popularity • profit • representation • changing / mixing of the genre(s) • audience / fans.
Supporting evidence from at least TWO media texts is given for EACH characteristic.	**Supporting evidence** from at least TWO media texts and / or evidence from other sources is given for EACH characteristic.	**Supporting evidence** from at least TWO media texts and / or evidence from other sources is given for EACH characteristic.

N1	N2	A3	A4	M5	M6	E7	E8
Partially describes TWO characteristics.	Describes TWO characteristics.	Describes TWO characteristics in some detail.	Describes TWO characteristics in detail.	Explains TWO characteristics in some detail.	Explains TWO characteristics in consistent detail.	Explains an effect of TWO characteristics. Likely consequence or conclusion drawn from evidence is valid.	Explains an effect of TWO characteristics in consistent detail. Likely consequence or conclusion drawn from evidence, is valid, and at times, insightful.
Shows little understanding of the characteristics of the chosen media genre.	Shows some understanding of the characteristics of the chosen media genre.	Shows understanding of the characteristics of the chosen media genre.	Shows understanding of the characteristics of the chosen media genre. May attempt to give reasons for their use in the genre, but these are generalised or broad.	Shows a sound understanding of the characteristics of the chosen media genre. Gives some reasoned explanation for their use in the genre.	Shows a sound understanding of the characteristics of the chosen media genre. Gives reasoned explanation for their use in the genre.	Shows convincing understanding of the characteristics of the chosen media genre. Reasons given for their use are thoughtful.	Shows convincing understanding of the characteristics of the chosen media genre. Reasons given for their use are insightful.
		Provides sufficient relevant evidence.	Provides sufficient relevant evidence.	Provides detailed and relevant evidence.	Provides detailed and relevant evidence.	Provides detailed and judicious evidence.	Provides detailed and judicious evidence.

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 for ONE characteristic only)

Achievement	Achievement with Merit	Achievement with Excellence
• The candidate describes the first characteristic: - *The journey motif in coming-of-age films can be both physical and metaphorical.* - *As the characters are going on a physical journey in the story, the internal growing they do as a result of what they learn is a metaphorical journey throughout the narrative.* • The candidate provides evidence of the characteristic in use in the genre: - *David and Jennifer's relationship strengthens throughout the film as they are both stuck in a place they are unfamiliar with, but they help each other, and create a special bond they would not usually have had if it wasn't for* Pleasantville. - Stand by Me *shows the boys going on a physical journey as well as metaphorical one as they go on their expedition to search for the dead body.*	• The candidate explains how the first characteristic is used in the genre: - *Even though the environment and setting are realistic and normal, the transformed city characteristic is used in thriller films to show how an ordinary city can be transformed into an extraordinary city, through the use of surveillance such as extravagant new and improved technology.* - *It is used to get a point across to the audience of what could potentially be possible in our future, and how technology has the power to change the world and our lives.* • The candidate then provides sufficient evidence from texts to support the explanation of the use in the genre.	• The candidate explains the effect of the first characteristic: - *Creates an illusion that the impossible is real, which gives a new understanding to the ability and limit of life. Our imagination creates these possibilities with the reassurance of what we see on screen before us.* Harry Potter *is a wizard's world showcasing the very idea of life becoming hyperreal. Other examples are Middle-earth, Mordor, and the Shire – all places within* The Lord of the Rings *series. These lands are over-exaggerated landscapes of life – our life – with colour, shape, height, size, and length. We as the audience, see so much of our own world in these lands, yet they are so different. Landscapes such as the mountainous green pastures, crystal blue lakes, and vicious snow ranges, make parts of our imagination become real life. The use of hyperreal idealised representation within the epic fantasy (sub-genre of fantasy) breaks down the wall of disbelief for the viewer, creates a sense of reality as we see familiar shapes or colours, and takes a grasp on the audience for a lot longer than an hour-and-a-half.*