

Assessment Schedule – 2018

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

Assessment Criteria and Evidence

Note: The candidate has either identified the statement they intend to respond to: 1, 2, 3, 4, 5, 6, 7, or 8; or made their selection evident in the answer.

It is not necessary for the candidate to explicitly refer to media theory in their answer.

Achievement	Achievement with Merit	Achievement with Excellence
<p>The candidate identifies an aspect of a chosen media industry and explains how and / or why an aspect of a media industry operates.</p> <p>For the chosen statement, the candidate:</p> <ul style="list-style-type: none"> explains how and / or why the aspect operates in the industry includes specific supporting evidence from media text(s) and / or evidence from other sources relevant to the chosen industry. 	<p>The candidate analyses an aspect of a chosen media industry by explaining its impact on the industry and / or society.</p> <p>For the chosen statement, the candidate:</p> <ul style="list-style-type: none"> analyses the impact of the aspect for the chosen industry and / or society includes specific supporting evidence from media text(s) and / or evidence from other sources relevant to the chosen industry, throughout their analysis. 	<p>The candidate evaluates the impact of an aspect of a chosen media industry on the industry and / or society.</p> <p>For the chosen statement, 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, i.e. more than just a concluding statement integrates the material into a coherent response draws conclusions about the wider significance for the chosen media industry and / or society by including relevant, specific supporting detail from media text(s) and / or evidence from other sources relevant to the chosen industry throughout, consistently supporting their evaluation. <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 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

		<ul style="list-style-type: none"> • 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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A3	A4	M5	M6	E7	E8
<p>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.</p> <p>Uses specific supporting evidence.</p>	<p>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.</p> <p>Attempts some analysis of the impact of the aspect, but this is limited or generalised, and unsupported by evidence.</p> <p>Uses detailed supporting evidence.</p>	<p>Analyses an aspect of a chosen media industry by explaining its impact on the industry and / or society in response to the chosen statement.</p> <p>Uses specific supporting evidence.</p>	<p>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.</p> <p>Attempts some evaluation of the impact of the aspect, but this is limited or generalised, and unsupported by evidence.</p> <p>Uses detailed supporting evidence.</p>	<p>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.</p> <p>Supports argument consistently with judicious evidence.</p>	<p>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.</p> <p>Supports argument consistently with insightful evidence.</p>

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

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