

# **Scholarship**

## **2011 Assessment Report**

### **Media Studies**

## COMMENTARY

Overall performance was consistent with previous years. The range of quotes enabled students to demonstrate their knowledge and critical thinking skills in an effective way. Only one question attracted very few responses this year: Three (b).

Questions One (a), Two (b), Two (c), Three (a), and Three (d) were very popular, with the others being slightly less so. The wider range of questions elicited a wider range of responses and approaches when compared with the 2010 examination. The questions overall were somewhat more specific than in previous years, and more candidates exercised their argument skills by challenging or denying the quote.

Although no quote or statement specifically mentioned the television industry, a number of quotes (One (b), One (d), Three (c), Three (d)) were well suited to the use of television as a sample medium. Most of the quotes could also be adapted to television if the candidate made a convincing argument why this should be the case. For example, for Two (c), a candidate could use the uncertainty of the music industry's future as a starting point to analyse the equally uncertain future of network television. Candidates who were able to mould questions to their will were often more successful.

## SCHOLARSHIP WITH OUTSTANDING PERFORMANCE

**Candidates who were awarded Scholarship with Outstanding Performance typically:**

- developed a clear, convincing argument that addressed the quote
- challenged the quote if necessary, giving convincing reasons why their approach was appropriate
- included well considered, thoughtful analysis with considerable insight and/or originality
- used evidence from a range of sources to support their argument in an effective way
- demonstrated considerable understanding of ambiguity and subtlety in their argument
- demonstrated a convincing and extensive understanding of the aspects considered
- wrote in an engaging, articulate way using academic language where appropriate
- considered issues from various perspectives or positions
- used media theory in a knowledgeable and appropriate way.

## SCHOLARSHIP

**Candidates who were awarded Scholarship but not Scholarship with Outstanding Performance typically:**

- developed a clear argument that addressed the quote
- challenged the quote if necessary, giving valid reasons that their approach was appropriate
- included well considered analysis with some insight
- demonstrated some understanding of ambiguity and subtlety in their argument
- used evidence from a range of sources in support of their argument
- demonstrated sound understanding of the aspects considered
- wrote in a clear way, using academic language where appropriate
- used media theory where appropriate.

## **OTHER CANDIDATES**

### **Candidates who were not awarded Scholarship or Scholarship with Outstanding Performance typically:**

- lacked analytical ability
- considered only one or limited perspectives
- used inappropriate or insufficient evidence
- made sweeping claims without clear supporting evidence
- referred to media theory without a clear understanding of its relevance
- developed simplistic arguments
- failed to define or understand the language or intent of the quote
- failed to justify an alternative approach if they challenged the quote
- did not attempt or complete both essays
- used arguments prepared for other standards or previous year's Scholarship papers that were not well suited to the quote.