

Assessment Schedule – 2011**Scholarship Media Studies (93303)****Evidence Statement**

PDs	Subject Knowledge	Marks	Critical Thinking / Structured Argument	Marks	Totals
1	Candidate demonstrates: <ul style="list-style-type: none"> • extensive and detailed knowledge of the topic addressed, current and historical • knowledge and /or understanding of identified or probable future trends and their ramifications / implications. 	7–8	Candidate demonstrates: <ul style="list-style-type: none"> • independence, flexibility and originality of thought • an ability to integrate and synthesise an overarching view of the topic / aspect of the topic(s) addressed. 	7–8	13–16
2	Candidate demonstrates: <ul style="list-style-type: none"> • consistent accuracy in matters of fact (all questions) • an awareness of media history (all questions) • information that is current / up-to-date (all questions) • (Q1) convincing knowledge of significant aspects of media influence / dependence on society and of wider society's influence / dependence on media – economic, social, educational / informative, entertainment, etc • (Q2) convincing knowledge of significant developments in a medium and /or the factors that shape a media industry • (Q3) convincing knowledge of media texts and the inferences drawn from close reading of media texts. 	5–6	Candidate demonstrates: <ul style="list-style-type: none"> • a coherent, well-structured argument that addresses the question, including consideration of various perspectives • well-developed and consistent links between their response and the statement provided at the head of the question • an ability to use diverse media texts or other evidence to explain or illustrate the argument in a convincing way • some insightful or perceptive analysis that includes detailed examination of significant aspects of the topic (<i>see Subject Knowledge</i>) • an ability to draw well-supported and thoughtful conclusions. 	5–6	9–12
3	Candidate demonstrates: <ul style="list-style-type: none"> • accuracy in matters of fact (all questions) • some awareness of media history (all questions) • information that is mostly current / up-to-date (all questions) • (Q1) knowledge of the relationship between media and wider society • (Q2) knowledge of developments in a medium and /or the factors that shape a media industry • (Q3) knowledge of media texts and the inferences drawn from close reading of media texts. 	3–4	Candidate demonstrates: <ul style="list-style-type: none"> • an argument that addresses the question, including consideration of various perspectives • developed links between their response and the statement provided at the head of the question • an ability to use media texts or other evidence to explain or illustrate the argument in a convincing way • analysis including examination of significant aspects of the topic (<i>see Subject Knowledge</i>) • an ability to draw supported conclusions. 	3–4	5–8

4	<p>Candidate demonstrates:</p> <ul style="list-style-type: none"> • reasonable accuracy in matters of fact (all questions) • some awareness of media history (all questions) • some information that is current/ up-to-date (all questions) • (Q1) some knowledge of the relationship between media and wider society • (Q2) some knowledge of developments in a medium and /or the factors that shape a media industry • (Q3) knowledge of media texts and of some inferences drawn from close reading of media texts. 	1–2	<p>Candidate demonstrates:</p> <ul style="list-style-type: none"> • consideration of the question • some links between their response and the statement provided at the head of the question • some ability to formulate a structured argument • an ability to use media texts or other evidence to illustrate the argument • some analysis including examination of aspects of the topic (<i>see Subject Knowledge</i>) • an ability to draw some conclusions. 	1–2	1–4
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QUESTION ONE: THE RELATIONSHIP(S) BETWEEN MEDIA AND WIDER SOCIETY

The relationship between media and wider society might include positive and / or negative aspects of such things as:

- *implications of online identity construction and deconstruction; identity constructed through social media “friending”; (cases such as the online predatory nature of Natalie Burgess portrayed in media); bullying, potential for harm of using social media presence can leave users open to; future employers and professional associations using social media posting and implications for character and reputation; lack of ability to control online identity as tagging photos and posts by others impinge on own personal freedom; use of social media and photo tagging / GPS co-ordinates to locate people – potential for burglars; multiple identity construction for different roles in society – work, professional associations, social relationships; commercial use of social media to create relationships with potential consumers, implications of participation in social media for personal information gathering; etc*
- *or other approaches.*

Performance Descriptor 1

Candidate's response demonstrates:

- strong analytical skills
- knowledge of a diversity of media texts and contexts, used to explain or illustrate the relationship between one or more media and wider society
- integration and synthesis of an overarching view of the implications and ramifications of the relationship between one or more media and wider society
- independence and originality of thought.

Performance Descriptor 2

Candidate's response demonstrates:

- strong analytical skills
- knowledge of a diversity of media texts and contexts, used to explain or illustrate the relationship between one or more media and wider society
- well-supported and thoughtful conclusions drawn about implications/ramifications of this relationship.

Candidate may take one or more of the following approaches to drawing conclusions about the relationship between one or more media and wider society:

- demonstrates knowledge of the various contexts in which one or more media operate, showing an awareness of past role(s) and an analysis of its/their current relationship with wider society
- demonstrates an awareness of a range of aspects of the relationship between one or more media and wider society, such as providing information/entertainment, influencing opinion about issues or shaping/reflecting socio-economic, cultural, social and/or political attitudes/values, etc (*see above*)
- demonstrates an awareness of the relationship between one or more New Zealand media and New Zealand society specifically
- demonstrates an understanding of media theory, by applying it to media texts and contexts.

Candidate needs to present a coherent and informed analysis that is amply supported with specific details of media texts, and historical and current contexts. The analysis should draw conclusions about implications of the relationship between one or more media and wider society. Illustrations of the historical and current relationship could include examples of dissemination of information/disinformation, influence on social, political or other values, attitudes and/or ideologies, etc (*see above*).

Candidate will be expected to show that he/she has read a diverse range of texts. *Diversity* refers to both the type and range of texts. Text types could include primary texts (eg films, documentaries, newspaper articles), and secondary texts (such as critiques, commentaries, reference materials). Text range could include texts from/about a number of different media. Candidate may refer to observations drawn from one personal production undertaken.

Candidate's response relates closely to the quotation provided. Response may agree or disagree with the proposition of the quotation.

Performance Descriptor 3

Candidate's response demonstrates:

- analytical skills
- some knowledge of a diversity of media texts and contexts, used to explain or illustrate the relationship between one or more media and wider society
- some supported conclusions drawn about implications/ramifications of this relationship.

Candidate may take one or more of the following approaches to drawing conclusions about the relationship between one or more media and wider society:

- demonstrates some knowledge of the various contexts in which one or more media operate, showing some awareness of past role(s) and an analysis of its/their current relationship with wider society
- demonstrates some awareness of a range of aspects of the relationship between one or more media and wider society, such as providing information/entertainment, influencing opinion about issues or shaping/reflecting socio-economic, cultural, social and/or political attitudes/values, etc
- demonstrates some awareness of the relationship between one or more New Zealand media and wider New Zealand society specifically
- demonstrates some understanding of media theory by applying it to media texts and contexts.

Candidate needs to present an informed analysis that is supported with specific details of media texts. The analysis should draw some conclusions about implications of the relationship between one or more media and wider society. Illustrations of the historical and current relationship could include examples of dissemination of information/disinformation, influence on, or reflection of, social, political, or other values, attitudes and/or ideologies, etc.

Candidate will be expected to show that he/she has read a number of texts. Text types could include primary texts (eg films, documentaries, newspaper articles), and secondary texts (such as critiques, commentary, reference material). Texts could include texts from/about a specific medium or a number of different media. Candidate may refer to observations drawn from one personal production undertaken.

Candidate's response relates to the quotation provided. Response may agree or disagree with the proposition of the quotation.

Performance Descriptor 4

Candidate's response demonstrates:

- some analytical skills
- some knowledge of a diversity of media texts and contexts, used to explain or illustrate the relationship between one or more media and wider society
- some conclusions drawn about implications/ramifications of this relationship.

Candidate may take one or more of the following approaches to drawing conclusions about the relationship between one or more media and wider society:

- demonstrates some knowledge of some contexts in which one or more media operate, showing either some awareness of past role(s) or some analysis of its current relationship with wider society
- demonstrates some awareness of some aspects of the relationship between one or more media and wider society, such as providing information/entertainment, influencing opinion about issues or shaping/reflecting socio-economic, cultural, social and/or political attitudes/values, etc
- demonstrates some awareness of some aspects of the relationship between one or more New Zealand media and wider New Zealand society specifically
- demonstrates some understanding of media theory, by applying it to media texts or contexts.

Candidate needs to present some analysis that is supported with details of media texts. The analysis should draw some conclusions about implications of the relationship between one or more media and wider society. Illustrations of the historical and current relationship could include examples of dissemination of information/disinformation, influence on social, political or other values, attitudes and/or ideologies, etc.

Candidate will be expected to show that he/she has read a number of texts. Text types could include primary texts (eg films, documentaries, newspaper articles), and secondary texts (such as critiques, commentary, reference material). Texts could include texts from/about a specific medium or a number of different media. Candidate may refer to observations drawn from one personal production undertaken.

Candidate's response makes some reference to the quotation provided.

QUESTION TWO: THE DEVELOPMENT OF A MEDIUM AND/OR THE FACTORS THAT SHAPE A MEDIA INDUSTRY

Significant developments in a medium and/or factors that shape a media industry might include such things as changes in production processes/distribution/technology (eg digitalisation, high definition, cable/satellite and other wireless technologies); style; theme(s); content (eg new genres or significant developments in a genre that impact the medium in a significant way); participatory/interactive culture versus passive media spectatorship; or other significant development and factors.

Candidate might approach this question in a number of ways:

- Impact of technological changes on the business of film-making – particularly through the development of entry-level cheap, and even free, editing programmes allowing anyone with an up-to-date computer to create CGI, complex SFX etc; democratisation of film-making; potential for explosion of more diverse storytelling allowed by new technology and increase of budget and / or poorly told stories in film; increase in film-making competitions and festivals allowing more film-makers to show at cinema; the internet and improved telecommunications allowing collaboration across continents between film-makers and producers; etc.*

Performance Descriptor 1

Candidate's response demonstrates:

- strong analytical skills
- knowledge of a diversity of media texts and contexts
- integration and synthesis of an overarching view of the implications and ramifications of one or more identified developments in a specific medium and/or the influence of factors that shape a media industry, including for the wider media industry and/or society
- independence and originality of thought.

Performance Descriptor 2

Candidate's response demonstrates:

- strong analytical skills
- knowledge of a diversity of media texts and contexts, used to explain or illustrate one or more specific developments in a medium and/or factors that shape a specific media industry
- well-supported and thoughtful conclusions drawn about implications/ramifications of this development(s), including implications/ramifications for the wider media industry and/or society, and/or its influence in shaping a specific media industry.

Candidate may take one or more of the following approaches to drawing conclusions about developments and/or the factors that shape a media industry:

- demonstrates knowledge of the various contexts in which the media and/or media industry operate, showing an awareness of previous and/or subsequent developments and/or past and current factors in the shaping of a media industry and an analysis of current status
- demonstrates an awareness of a range of effects of the developments on such things as style, content, commercial viability, audiences and tastes, production processes, roles and relationships within the industry, etc
- demonstrates an awareness of a range of factors in shaping a media industry, such as providing information/entertainment, influencing opinion about issues or shaping socio-economic, cultural, social, and/or political attitudes/values, etc
- demonstrates an understanding of media theory, by applying it to media texts and contexts and/or the factors that shape a media industry and its contexts
- demonstrates an awareness of the factors that shape a media industry in New Zealand.

Candidate needs to present a coherent and informed analysis that is amply supported with specific details of media texts and/or a media industry, and historical and current contexts. The analysis should draw conclusions about implications of the developments on the medium, the wider media industry and audiences and/or the factors that shape a media industry. Illustrations of significance historically or current developments of a medium, and/or factors that shape a media industry could include new or significant developments within a genre of the medium; technological advances and changes in technology; changes in key roles and responsibilities; ownership; economic/social/political climate; legislative factors; changes in values, attitudes and/or ideologies, and their influence on a specific media industry; stylistic/thematic developments; etc.

Candidate will be expected to show that he/she has read a diverse range of texts. *Diversity* refers to both the type and range of texts. Text types could include primary texts (eg films, documentaries, newspaper articles), and secondary texts (such as critiques, commentary, reference material). Text range could include works by a specific director, texts from/about a specific medium or genre of the medium, and/or a number of different media. Candidate may refer to observations drawn from one personal production undertaken.

Candidate's response relates closely to the quotation or statement provided. Response may agree or disagree with the proposition of the quotation or statement.

Performance Descriptor 3

Candidate's response demonstrates:

- analytical skills
- some knowledge of a diversity of media texts and contexts, used to explain or illustrate one or more specific developments in a medium and/or the factors that shape a media industry, including in New Zealand
- some supported conclusions drawn about implications/ramifications of this development in a medium and/or the influence of factors that shape a media industry.

Candidate may take one or more of the following approaches to drawing conclusions about future developments in a medium and/or the factors that shape a media industry:

- demonstrates some knowledge of the various contexts in which the media and/or the media industry operate, showing some awareness of previous and/or subsequent developments in a medium and/or past and current factors in the shaping of a media industry and an analysis of current status
- demonstrates some awareness of a range of effects of the developments on such things as style, content, commercial viability, audiences and tastes, production processes, roles and relationships within the industry, etc
- demonstrates some awareness of a range of factors in shaping a media industry, such as providing information/entertainment, influencing opinion about issues or shaping socio-economic, cultural, social, and/or political attitudes/values, etc
- demonstrates some understanding of media theory by applying it to media texts and contexts, and / or the factors that shape a media industry and its context
- demonstrates some awareness of the factors that shape a media industry in New Zealand.

Candidate needs to present an informed analysis that is supported with specific details of media texts and/or a media industry. The analysis should draw some conclusions about implications of the developments for the specific medium, the wider media industry and its audiences, and/or the factors that shape a media industry. Illustrations of significant historical or current developments of a medium, and/or factors that shape a media industry could include new or significant developments within a genre of the medium; technological advances and changes in technology; changes in key roles and responsibilities; ownership; economic/social/political climate; legislative factors; changes in values, attitudes and/or ideologies, and their influence on a specific media industry; stylistic/thematic developments; etc.

Candidate will be expected to show that he/she has read a number of texts. Text types could include primary texts (eg films, documentaries, newspaper articles), and secondary texts (such as critiques, commentary, reference material). Texts could include works by a specific director, texts from/about a specific medium or genre of the medium, and/or a number of different media. Candidate may refer to observations drawn from one personal production undertaken.

Candidate's response relates to the quotation or statement provided. Response may agree or disagree with the proposition of the quotation or statement.

Performance Descriptor 4

Candidate's response demonstrates:

- some analytical skills
- some knowledge of a diversity of media texts and contexts, used to explain or illustrate one or more specific developments in a medium and/or the factors that shape a media industry
- some conclusions drawn about implications/ramifications of this development in a medium and/or the influence of factors that shape a media industry.

Candidate may take one or more of the following approaches to drawing conclusions about future developments in a medium and/or the factors that shape a media industry:

- demonstrates some knowledge of some contexts in which the media and/or the media industry operate, showing either some awareness of previous and/or subsequent developments and/or past and current factors in the shaping of a media industry or some analysis of current status
- demonstrates some awareness of influences on media affecting or affected by the developments, such as audiences and tastes, commercial imperatives, technical developments, socio-economic, cultural and political factors
- demonstrates some awareness of some aspects of the factors that shape a media industry, such as providing information/entertainment, influencing opinion about issues or shaping socio-economic, cultural, social, and/or political attitudes/values, etc
- demonstrates some understanding of media theory, by applying it to media texts or contexts, and/or media industry or its contexts
- demonstrates some awareness of some aspects of the factors that shape a media industry in New Zealand.

Candidate needs to present some analysis that is supported with details of media texts and/or details of factors that shape a media industry. The analysis should draw some conclusions about implications of the development for the specific medium, and/or the factors that shape a media industry. Illustrations of a significant historical or current development of a medium and/or a media industry could include new or significant developments within a genre of the medium; technological advances and changes in technology; changes in key roles and responsibilities; ownership; economic/social/political climate; legislative factors; changes in values, attitudes and/or ideologies, and their influence on a specific media industry; stylistic/thematic developments; etc.

Candidate will be expected to show that he/she has read a number of texts. Text types could include primary texts (eg films, documentaries, newspaper articles), and secondary texts (such as critiques, commentary, reference material). Texts could include works by a specific director, texts from/about a specific medium/genre of the medium, or a number of different media. Candidate may refer to observations drawn from one personal production undertaken.

Candidate's response makes some reference to the quotation or statement provided.

QUESTION THREE: THE CLOSE READING OF MEDIA TEXTS

The close reading of media texts may include such things as:

- *filmgoers are increasingly sophisticated in multimodal literacy demanding more sophisticated and complex narratives; impact of transmedia storytelling on narrative meaning stories must be more rounded / multi-dimensional; stories being told through and / or across more mediums, eg writer Patrick Carman creating multimedia stories to appeal to multiliterate teenagers; narratives in film / TV more complex, reflecting audience ability to track multiple narratives, eg Inception; TV programmes such as Lost, which has a complex narrative audiences cannot unravel over several series; challenging TV narratives, such as Misfits, or HBO series such as True Blood, which uses high production values to combine multiple genres, and challenges social mores through complex / sophisticated storytelling; the influence of digital gaming on film narratives in terms of non-linear and complex narratives; etc.*

Performance Descriptor 1

Candidate's response demonstrates:

- strong analytical skills
- knowledge of a diversity of media texts and contexts
- integration and synthesis of an overarching view of the implications and ramifications of the inferences drawn from the close reading of media texts
- independence and originality of thought.

Performance Descriptor 2

Candidate's response demonstrates:

- strong analytical skills
- knowledge of a diversity of media texts and contexts, used to explain or illustrate one or more inferences drawn from the close reading of media texts with reference to one or more media and/or genres
- well-supported and thoughtful conclusions drawn about implications/ramifications of the close reading of media texts, and inferences drawn from it.

Candidate may take one or more of the following approaches to drawing conclusions about the close reading of media texts:

- demonstrates knowledge of the various contexts in which media texts operate, showing an awareness of past factors (developments in genres, codes/conventions, visual/oral and narrative styles), and an analysis of current factors in the receiving, processing and interpreting of media texts
- demonstrates an awareness of how elements of media language, narrative conventions, writer/director/auteur styles contribute to meaning and the shaping of media texts
- demonstrates an awareness of the messages, values, and representations within media texts, in influencing opinion about issues or shaping socio-economic, cultural, social and/or political attitudes/values, etc
- demonstrates an understanding of media theory, by applying it to the factors that contribute to meaning and the shaping of media texts and its contexts.

Candidate needs to present a coherent and informed analysis that is amply supported with specific details of media texts, and historical and current contexts. The analysis should draw conclusions about implications of inferences or conclusions drawn from the close reading of media texts, the wider media and genres. Illustrations of significant historical and current factors could include new or significant developments within a genre (codes and conventions); stylistic/thematic/narrative developments; economic/social/political/cultural climate; changes in values, attitudes and/or ideologies and their influence on specific media texts, etc.

Candidate will be expected to show that he/she has read a diverse range of texts. *Diversity* refers to both the type and range of texts. Text types could include primary texts (eg films, documentaries, newspaper articles), and secondary texts (such as critiques, commentary, reference material). Text range could include texts from/about a number of different media.

Candidate's response makes well-developed and consistent links to the quotation or statement provided. Response may agree or disagree with the proposition of the quotation or statement.

Performance Descriptor 3

Candidate's response demonstrates:

- analytical skills
- some knowledge of a diversity of media texts and contexts, used to explain or illustrate one or more inferences drawn from the close reading of media texts

- some supported conclusions drawn about implications/ramifications of the inferences drawn from the close reading of media texts.

Candidate may take one or more of the following approaches to drawing conclusions about the factors that shape a media industry:

- demonstrates some knowledge of the various contexts in which media texts operate, showing an awareness of past factors (developments in genres, codes/conventions, visual/oral and narrative styles), and an analysis of current factors in the receiving, processing and interpreting of media texts
- demonstrates some awareness of how elements of media language, narrative conventions, writer/director/auteur styles contribute to meaning and the shaping of media texts
- demonstrates some awareness of the messages, values, and representations within media texts, in influencing opinion about issues or shaping socio-economic, cultural, social and/or political attitudes/values, etc
- demonstrates some understanding of media theory, by applying it to the factors that contribute to meaning and the shaping of media texts and its contexts.

Candidate needs to present an informed analysis that is supported with specific details of media texts, and historical and current contexts. The analysis should draw some conclusions about implications of the close reading of media texts, the wider media and genres. Illustrations of significant historical and current factors could include new or significant developments within a genre (codes and conventions); stylistic/thematic/narrative developments; economic/social/political/cultural climate; changes in values, attitudes and/or ideologies and their influence on specific media texts, etc.

Candidate will be expected to show that he/she has read a number of texts. Text types could include primary texts (eg films, documentaries, newspaper articles), and secondary texts (such as critiques, commentary, reference material). Texts could include texts from/about a specific medium or a number of different media.

Candidate's response makes developed links to the quotation or statement provided. Response may agree or disagree with the proposition of the quotation or statement, or discuss both opinions.

Performance Descriptor 4

Candidate's response demonstrates:

- some analytical skills
- some knowledge of a diversity of media texts and contexts, used to explain or illustrate one or more influences drawn from the close reading of media texts
- some conclusions drawn about implications/ramifications of the close reading of media texts.

Candidate may take one or more of the following approaches to drawing conclusions about the factors that shape a media industry:

- demonstrates some knowledge of the various contexts in which media texts operate, showing either some awareness of past factors (developments in genres, codes/conventions, visual/oral and narrative styles), or some analysis of current factors in the receiving, processing and interpreting of media texts
- demonstrates some awareness of some elements of media language, narrative conventions, auteur/director/writer styles that contribute to meaning and the shaping of media texts
- demonstrates some awareness of some messages, values, and representations within media texts, in influencing opinion about issues or shaping socio-economic, cultural, social and/or political attitudes/values, etc
- demonstrates some understanding of media theory, by applying it to media texts and its contexts.

Candidate needs to present some analysis that is supported with specific details of media texts, and historical and current contexts. The analysis should draw some conclusions about implications in the close reading of media texts, the wider media and genres. Illustrations of historical and current factors could include new or significant developments within a genre (codes and conventions); stylistic/thematic/narrative developments; economic/social/political/cultural climate; changes in values, attitudes and/or ideologies and their influence on specific media texts; etc.

Candidate will be expected to show that he/she has read a number of texts. Text types could include primary texts (eg films, documentaries, newspaper articles), and secondary texts (such as critiques, commentary, reference material). Texts could include texts from/about a specific medium or a number of different media.

Candidate's response makes some links to the statement provided at the head of the question. Response may agree or disagree with the proposition of the quotation or statement.