

Scholarship

2013 Assessment Report

Media Studies

COMMENTARY

Overall, the range of quotes enabled students to demonstrate their knowledge and critical thinking skills in an effective way. This year there was a noticeable improvement in the overall quality of scripts, with the higher cut off scores reflecting this.

Some questions were significantly more popular than others – 1D, 2A, 3B and 3D notably so. The least popular statements were 1A, 1C and 2C with only a handful attempting them. Question 1D was by far the most popular statement in question 1.

The key shortcoming in student responses was the lack of concrete and clear evidence to show how society/culture can be shaped by the media. Most candidates generalised with little supporting evidence from surveys, reports, statistics etc.

Question 2A was reasonably popular, with many choosing to write in a general way about how the internet has changed the playing field but with only limited evidence offered.

A reasonable number of candidates attempted question 3A. Most candidates considered film, and most agreed with the quote. However, few people defined or considered the first keyword ('drama'), and most candidates focused more on shooting than editing, with an unfortunate lack of close-reading detail in their responses.

Question 3B proved very popular. Many candidates produced solid arguments. The best responses explored tradition and context; the weaker ones tended to focus on context only. Candidates who attempted question 3C offered strong and well-argued responses with good close-reading detail. Those candidates who had studied New Zealand films responded well to this question.

SCHOLARSHIP WITH OUTSTANDING PERFORMANCE

Candidates 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 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 why 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 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 years' scholarship papers that were not well suited to the quote.