

Assessment Schedule – 2020

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

Evidence

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

Achievement	Achievement with Merit	Achievement with Excellence
<p>For the chosen statement, the candidate:</p> <ul style="list-style-type: none"> • identifies an aspect of a chosen media industry • explains how and / or why the aspect operates in the industry • responds to the chosen statement through most of the essay • includes relevant, specific supporting detail from media text(s) and / or evidence from other sources relevant to the chosen industry. 	<ul style="list-style-type: none"> • analyses an aspect of a chosen media industry by explaining its impact on the chosen industry and / or society • responds to the chosen statement throughout the essay • includes relevant, specific supporting detail from media text(s) and / or evidence from other sources relevant to the chosen industry throughout their analysis. 	<ul style="list-style-type: none"> • makes a judgement or evaluates the impact of an aspect of a chosen media industry on the media industry and / or society • integrates the chosen statement throughout the essay into a coherent response • constructs an argument deduced from textual evidence and discussion of the aspect covered, i.e. more than just a concluding statement • 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 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 • use of accurate, judiciously chosen evidence to support their argument. <p>Evidence of perceptive analysis may come from:</p> <ul style="list-style-type: none"> • a coherent construction of the candidate's discussion • their response to their chosen statement • the detail of their analysis • the strength of their conclusion.

A3	A4	M5	M6	E7	E8
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.	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. Attempts some analysis of the impact of the aspect, but this is limited or generalised, and unsupported by evidence.	Analyses an aspect of a chosen media industry by explaining its impact on the industry and / or society in response to the chosen statement.	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. Attempts some evaluation of the impact of the aspect, but this is limited or generalised, and unsupported by evidence.	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.	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.
Provides some response to the chosen statement through the essay.	Provides some response to the chosen statement through the essay.	Responds to the chosen statement throughout the essay.	Responds to the chosen statement throughout the essay.	Integrates the chosen statement throughout the essay.	Integrates the chosen statement throughout the essay.
Uses relevant, specific supporting evidence.	Uses relevant, detailed supporting evidence.	Uses relevant, specific supporting evidence.	Uses detailed supporting evidence.	Supports argument consistently with judicious evidence.	Supports argument consistently with insightful evidence.
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