

Assessment Report

Level 3 Media Studies 2016

Standards [91490](#) [91493](#)

91490: Demonstrate understanding of an aspect of a media industry

Part A: Commentary

At all levels of Achievement, candidates who demonstrated understanding, responded to their chosen statement, and provided evidence of independent thinking in their essay.

Part B: Report on Standards

Candidates who were awarded **Achievement** commonly:

- identified an aspect of a media industry
- used at least two or more relevant examples to demonstrate their understanding of how and / or why the aspect of the media industry operates
- explained how and / or why the aspect operated
- adapted their material to respond to one of the statements.

Candidates who were assessed as **Not Achieved** commonly:

- did not identify a specific aspect of a media industry
- did not respond to any particular statement
- did not provide specific supporting, or relevant detail
- did not link their discussion to the statement they had selected
- made inaccurate or overly generalised statements
- discussed a specific company, without linking to the industry as a whole.

Candidates who were awarded **Achievement with Merit** commonly:

- analysed an aspect of the media industry
- explained the impact on the industry and / or society
- accurately addressed their chosen statement in a coherent and sustained manner
- used appropriate evidence to support their analysis
- moved beyond a straightforward historical overview to analyse the impact on the industry and / or society.

Candidates who were awarded as **Achievement with Excellence** commonly:

- chose an appropriate statement for their industry that allowed for a perceptive understanding of an aspect of a media industry
- wrote in a coherent, fluent manner using a range of specific evidence
- wrote in a suitable structure that enabled them to analyse the impact and wider significance of their aspect on the media industry and / or society
- used valid evidence or information to develop perceptive evaluation(s) of the past, present, and / or future issues concerning the impact of an aspect on the identified media industry.

Standard-specific comments

The global music industry was by far the most popular media industry selected, followed by the New Zealand film and television industries. Statement 2 was the most commonly selected statement, followed by statements 3 and 4. Responses varied from very thorough and perceptive discussions of the impact of technological developments, to vague and inaccurate historical descriptions of Napster and iTunes.

The New Zealand film industry was also very popular, likewise ranging from vague and poorly researched historical overviews to insightful evaluations of the effectiveness of the various regulatory and funding controls on the industry.

The newspaper industry often provided some very strong discussions, with the most successful candidates making perceptive evaluations about the conflict between commercial demands and journalistic integrity in the digital / online age.

The statements provided an opportunity to structure a coherent argument. However, candidates did not necessarily have to agree with them. Many candidates who discussed the music and film industries chose statement 2, and attempted to prove the statement correct, yet offered many examples of current innovative solutions from the industry such as streaming media and mobile applications. Candidates who opted to interrogate the statements often developed a more in-depth and perceptive understanding of the impact and wider significance of their aspect on a media industry.

Some candidates chose an unsuitable statement for the material they knew on the aspect of a media industry, and therefore struggled to gain merit or excellence. At this level, candidates needed to be able to apply what they had learned in response to the statement, rather than pre-preparing a response.

Some candidates attempted to use or integrate topics from other areas of study, e.g. representation. Such discussions were generally unsuccessful, especially when candidates focussed more on elements outside the scope of the standard, or the statements.

91493: Demonstrate understanding of a relationship between a media genre and society

Candidates who were awarded **Achievement** commonly:

- explained the relationship between a society and their chosen genre
- supported their discussion with clear and relevant examples from at least two texts
- made reference to their chosen statement throughout their response.

Candidates who were assessed as **Not Achieved** commonly:

- did not respond to the chosen statement
- made statements of “fact”, which were inaccurate or irrelevant
- provided little or no evidence from texts
- provided evidence from texts, which did not effectively support their discussion
- discussed aspects of representation, rather than genre
- discussed films, rather than genre
- had little understanding of the relationship between society and genre.

Candidates who were awarded **Achievement with Merit** commonly:

- analysed the relationship between their chosen media genre and society by explaining the impact of the relationship on the development of the genre and / or on society
- provided a coherent argument, which developed their discussion
- referred to the chosen statement throughout their essay
- used a range of relevant and accurate evidence to support their discussion.

Candidates who were awarded **Achievement with Excellence** commonly:

- provided a clear thesis stemming from the chosen statement, from which they based their argument and developed their discussion, with a strong statement focus
- provided a wide range of evidence to support their discussion and evaluation
- referred to genre theory and / or other relevant media theory to support and reinforce the validity of their discussion and evaluation
- wrote in a coherent and integrated format showing that they had planned a discussion to address the specific statement chosen
- gave insightful conclusions, often communicating their insights throughout their essay.

Standard-specific comments

Candidates who achieved this standard demonstrated some understanding of the relationship between a society and their chosen genre, by choosing statements that were suitable for their genre.

They also made some reference to the chosen statement, with specific and relevant evidence.

Candidates who achieved this standard at a high level demonstrated a thorough and accurate understanding of the society for whom the genre was intended, and were using specific and relevant examples from a specific genre to exemplify their understanding of the relationship between genre and society. At times, these candidates were able to refer to genre theory to frame their argument, and / or to support evaluative statements.

[Media Studies subject page](#)

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