

## Assessment Schedule – 2016

### 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, 4, 5, 6, 7, 8, or 9; or made their selection evident in the answer.*

Achievement	Achievement with Merit	Achievement with Excellence
<p>The candidate <b>identifies</b> an aspect of a chosen media industry and <b>explains</b> how and / or why an aspect of a media industry operates.</p> <p><b>For the chosen statement, the candidate:</b></p> <ul style="list-style-type: none"> <li>explains how and / or why the aspect operates in the industry</li> <li>includes <b>relevant, specific supporting detail</b> from media text(s) and / or evidence from other sources relevant to the chosen industry.</li> </ul>	<p>The candidate <b>analyses</b> an aspect of a chosen media industry by <b>explaining its impact</b> on the industry and / or society.</p> <p><b>For the chosen statement, the candidate:</b></p> <ul style="list-style-type: none"> <li>analyses the impact of the aspect for the chosen industry and / or society</li> <li>includes <b>relevant, specific supporting detail</b> from media text(s) and / or evidence from other sources relevant to the chosen industry, consistently supporting their analysis.</li> </ul>	<p>The candidate <b>evaluates the impact</b> of an aspect of a chosen media industry on the industry and / or society.</p> <p><b>For the chosen statement, the candidate:</b></p> <ul style="list-style-type: none"> <li>makes a judgement or evaluation about the impact of the aspect on the media industry and / or society</li> <li>constructs an argument deduced from textual evidence and discussion of the aspect covered, i.e. more than just a concluding statement</li> <li>integrates the material into a coherent response</li> <li>draws conclusions about the wider significance for the chosen media industry and / or society by including <b>relevant, specific supporting detail</b> from media text(s) and / or evidence from other sources relevant to the chosen industry throughout, consistently supporting their evaluation.</li> </ul> <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 that examples are used, such as:</p> <ul style="list-style-type: none"> <li>a detailed response to one business, or a wider range of examples used to emphasise a point</li> <li>specific comparisons are made, referring to more than one business and / or other media forms</li> <li>use of accurate, judiciously chosen evidence to</li> </ul>

		<p>support their argument.</p> <p><i>Evidence of perceptive analysis</i> may come from:</p> <ul style="list-style-type: none"> <li>• a coherent construction of their discussion</li> <li>• their initial response to their chosen statement</li> <li>• the detail of their analysis</li> <li>• the strength of their conclusion.</li> </ul>
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N1	N2	A3	A4	M5	M6	E7	E8
Provides no explanation of an aspect of a media industry.	Provides some explanation of an aspect of a media industry.	Identifies an aspect of the chosen media industry and explains how and / or why this aspect of the chosen media industry operates.	Identifies an aspect of the chosen media industry and explains how and / or why this aspect of the chosen media industry operates.	Analyses an aspect of a chosen media industry by explaining its impact on the industry and / or society.	Analyses an aspect of a chosen media industry by clearly explaining its impact on the industry and / or society.	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.	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.
Uses insufficient evidence.	Uses insufficient evidence.	Uses specific supporting detail.	Uses relevant, specific supporting detail.	Uses relevant, specific supporting detail.	Uses relevant, specific supporting detail.	Uses relevant, specific supporting detail that clearly supports the discussion.	Uses relevant, specific supporting detail that clearly and consistently supports the discussion.

**N0** = No response; no relevant evidence.

### Cut Scores

Not Achieved	Achievement	Achievement with Merit	Achievement with Excellence
0 – 2	3 – 4	5 – 6	7 – 8

**Appendix – Sample answer material (partial examples only)**

Achievement	Achievement with Merit	Achievement with Excellence
<b>Statement 2: Media industries struggle to keep up with technological change</b> <b>Media industry:</b> Global music industry (GMI) <b>Aspect of the media industry chosen:</b> Technological change		
<p>The candidate explains how and / or why technological development operates in the GMI, e.g. (with further details):</p> <ul style="list-style-type: none"> <li>• <i>Rise of digital formats.</i></li> <li>• <i>Change in distribution methods.</i></li> <li>• <i>Rise of streaming services.</i></li> <li>• <i>Loss of revenue and control.</i></li> <li>• <i>Attempts to combat copyright infringements.</i></li> <li>• <i>Failure of labels; contraction of industry.</i></li> <li>• <i>Industry tends to promote safe, proven artists and styles; less creativity.</i></li> </ul> <p>Includes <b>some specific</b> recording artist examples.</p>	<p>The candidate analyses the impact of technological development for the GMI and / or society, e.g. (with further details):</p> <ul style="list-style-type: none"> <li>• <i>Music becomes more uniform and conventional.</i></li> <li>• <i>Loss of creativity, as that is too risky.</i></li> <li>• <i>Failure of copyright protection strategies.</i></li> <li>• <i>More music available to more people.</i></li> <li>• <i>Concentration of power – fewer major players.</i></li> <li>• <i>Less money for artists; harder road to success.</i></li> <li>• <i>Artists seek out other ways to promote themselves outside GMI.</i></li> <li>• <i>Growth of self-publishing.</i></li> </ul> <p>Includes <b>a range of specific</b> recording artist examples.</p>	<p>The candidate evaluates the impact of technological development for the GMI and / or society, e.g. (with further details):</p> <ul style="list-style-type: none"> <li>• <i>Loss of creativity, as that is too risky.</i></li> <li>• <i>Artists seek out other ways to promote themselves outside GMI.</i></li> <li>• <i>Growth of self-publishing; rise in live performances (evaluates the impact).</i></li> <li>• <i>Ironic increase in creativity with more and more artists existing outside the GMI.</i></li> <li>• <i>Industry responds with new methods (Spotify, etc.) to combat these changes, i.e. forced to be creative.</i></li> <li>• <i>Exciting for society, as creativity liberated from constraints of GMI.</i></li> <li>• <i>Growth of 'media for free' society both liberating and constraining; creativity both threatened and encouraged.</i></li> <li>• <i>Too much choice – decline in significance of personal 'ownership' of music.</i></li> </ul> <p>Includes <b>a wide range of specific</b> recording artist examples.</p>