

Assessment Schedule – 2015

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, 9, or 10; or made their selection evident in the answer.

Achievement	Achievement with Merit	Achievement with Excellence
<p>The candidate identifies an aspect of a chosen media industry and explains how and / or why an aspect of a media industry operates.</p> <p>For the chosen statement, the candidate:</p> <ul style="list-style-type: none"> explains how and / or why the aspect operates in the industry includes relevant, specific supporting detail from media text(s) and / or evidence from other sources relevant to the chosen industry. 	<p>The candidate analyses an aspect of a chosen media industry by explaining its impact on the industry and / or society.</p> <p>For the chosen statement, the candidate:</p> <ul style="list-style-type: none"> analyses the impact of the aspect for the chosen industry and / or society includes relevant, specific supporting detail from media text(s) and / or evidence from other sources relevant to the chosen industry, consistently supporting their analysis. 	<p>The candidate evaluates the impact of an aspect of a chosen media industry on the industry and / or society.</p> <p>For the chosen statement, the candidate:</p> <ul style="list-style-type: none"> makes a judgement or evaluation about the impact of the aspect on the media industry and / or society constructs an argument deduced from textual evidence and discussion of the aspect covered, i.e. more than just a concluding statement integrates the material into a coherent response 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 that 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

		<p>support their argument.</p> <p><i>Evidence of perceptive analysis</i> may come from:</p> <ul style="list-style-type: none"> • a coherent construction of their discussion • their initial response to their chosen statement • the detail of their analysis • the strength of their conclusion.
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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 details.	Uses relevant, specific supporting details.	Uses relevant, specific supporting details.	Uses relevant, specific supporting details.	Uses relevant, specific supporting details that clearly support the discussion.	Uses relevant, specific supporting details that clearly and consistently support the discussion.

N0 = No response; no relevant evidence.

Cut Scores

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

Appendix – Sample answer material (partial examples only)

Achievement	Achievement with Merit	Achievement with Excellence
Statement 8: Media industries kill creativity Media industry: Global music industry (GMI) Aspect of the media industry chosen: Technological development		
<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"> • <i>Rise of digital formats.</i> • <i>Change in distribution methods.</i> • <i>Loss of revenue and control.</i> • <i>Industry tends to promote safe, proven artists and styles; less creativity.</i> <p>Includes some specific 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"> • <i>Music becomes more uniform and conventional.</i> • <i>Loss of creativity, as that is too risky.</i> • <i>Artists seek out other ways to promote selves outside GMI.</i> • <i>Growth of self-publishing.</i> <p>Includes a range of specific 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"> • <i>Loss of creativity, as that is too risky.</i> • <i>Artists seek out other ways to promote selves outside GMI.</i> • <i>Growth of self-publishing; rise in live performances (evaluates the impact).</i> • <i>Ironic increase in creativity with more and more artists existing outside the GMI.</i> • <i>Industry responds with new methods (Spotify, etc.) to combat these changes, i.e. forced to be creative.</i> • <i>Exciting for society, as creativity liberated from constraints of GMI.</i> • <i>Growth of 'media for free' society both liberating and constraining; creativity both threatened and encouraged.</i> <p>Includes a wide range of specific recording artist examples.</p>