

**Assessment Schedule – 2023****Media Studies: Demonstrate understanding of the relationship between a media product and its audience (91248)****Assessment Criteria**

<b>Achievement</b>	<b>Achievement with Merit</b>	<b>Achievement with Excellence</b>
<p><i>Demonstrate understanding</i> involves <b>describing</b> the relationship between a media product and its audience.</p> <p>The description may include:</p> <ul style="list-style-type: none"> <li>any of the ways in which the media product (or its producers) and the audience interact or form a relationship.</li> </ul>	<p><i>Demonstrate in-depth understanding</i> involves <b>explaining</b> how and / or why the relationship between a media product and its audience operates.</p> <p>The explanation could cover such things as:</p> <ul style="list-style-type: none"> <li>how and why techniques are used to identify and / or measure a media audience</li> <li>how and why techniques are used to target a media audience</li> <li>how and why other elements of the relationship operate.</li> </ul>	<p><i>Demonstrate critical understanding</i> involves <b>examining</b> a consequence of the relationship between a media product and its audience.</p> <p>The examination of the consequence could cover such things as:</p> <ul style="list-style-type: none"> <li>the implications of the relationship on the media product, media audiences, other media, and / or wider society, or other relevant issues</li> <li>the effectiveness of the aspect on the relationship between the media product and its audience</li> <li>evidence of insight or understanding of the complexities of the relationship</li> <li>the nature of the relationship, examining wider issues such as competition, effects of globalisation and cross-media tie-ins, audience fragmentation, branding, societal concerns, and new media.</li> </ul>

**Cut Scores**

<b>Not Achieved</b>	<b>Achievement</b>	<b>Achievement with Merit</b>	<b>Achievement with Excellence</b>
0 – 2	3 – 4	5 – 6	7 – 8

## Evidence

*Note: The candidate has either identified the statement responded to: 1, 2, 3, or 4; or made their selection evident in the answer. Points cited below as evidence are indicative and not exclusive.*

A3	A4	M5	M6	E7	E8
<p><b>Describes</b> the relationship between a specific media product and its audience.</p> <p>Uses <b>evidence</b> to support the discussion of the relationship between a specific media product and its audience.</p> <p>Addresses the chosen statement throughout <b>some</b> of the essay.</p>	<p><b>Describes in detail</b> the relationship between a specific media product and its audience.</p> <p>Uses <b>detailed</b> evidence to support the discussion of the relationship between a specific media product and its audience.</p> <p><b>May attempt to explain</b> how and / or why the relationship between the media product and its audience operates.</p> <p>Addresses the chosen statement throughout <b>most</b> of the essay.</p>	<p><b>Explains</b> how and / or why the relationship between the media product and its audience operates.</p> <p>Uses <b>relevant and accurate</b> evidence, such as demographic / psychographic information and / or media audience theory, to support the discussion of the nature of the relationship between a specific media product and its audience.</p> <p>Addresses the chosen statement throughout the essay.</p>	<p><b>Explains in detail</b> how and / or why the relationship between the media product and its audience operates.</p> <p>Uses <b>detailed and relevant</b> evidence, such as demographic / psychographic information and / or media audience theory, to support the discussion of the nature of the relationship between a specific media product and its audience.</p> <p><b>May attempt to examine</b> a consequence of the relationship between the media product and its audience.</p> <p>Addresses the chosen statement throughout the essay.</p>	<p><b>Examines</b> a consequence of the relationship between a media product and its audience.</p> <p>Uses <b>convincing</b> evidence, such as theory, statistics, academic or other articles, as well as judiciously chosen evidence from the media product, the creators of the product, or the audience, to support the discussion of the wider consequences of the relationship.</p> <p>Shows <b>some awareness</b> of the complexity of the relationship between the media product and its audience.</p> <p>Responds to the chosen statement throughout <b>most</b> of the essay, with <b>some</b> nuance.</p>	<p><b>Examines in detail</b> a consequence of the relationship between a media product and its audience.</p> <p>Uses <b>detailed, convincing</b> evidence, such as theory, statistics, academic or other articles, as well as judiciously chosen evidence from the media product, the creators of the product, or the audience, to support the discussion of the wider consequences of the relationship.</p> <p>Shows an <b>awareness</b> of the complexity of the relationship between the media product and its audience.</p> <p>Responds to the chosen statement throughout <b>most</b> of the essay, with nuance.</p> <p>Demonstrates perceptive, insightful, critical thinking.</p>
<p><b>N0</b> = No response; no relevant evidence.</p> <p><b>N1</b> = Shows limited understanding of the relationship between a media product and its audience, <i>OR</i> does not identify or describe a specific media product and / or audience (e.g. magazines / teenagers).</p> <p><b>N2</b> = Provides a limited description of the relationship, <i>OR</i> does not address the chosen statement, <i>OR</i> provides some evidence but not enough to support the description.</p>					