

Assessment Schedule – 2021**Media Studies: Demonstrate understanding of the relationship between a media product and its audience (91248)****Assessment Criteria**

Achievement	Achievement with Merit	Achievement with Excellence
<p><i>Demonstrate understanding</i> involves describing the relationship between a media product and its audience.</p> <p>The description may include:</p> <ul style="list-style-type: none"> any of the ways in which the media product (or its producers) and the audience interact or form a relationship. 	<p><i>Demonstrate in-depth understanding</i> involves explaining 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"> how and why techniques are used to identify and / or measure a media audience how and why techniques are used to target a media audience how and why other elements of the relationship operate. 	<p><i>Demonstrate critical understanding</i> involves examining 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"> the implications of the relationship on the media product, media audiences, other media, and / or wider society, or other relevant issues the effectiveness of the aspect on the relationship between the media product and its audience evidence of insight or understanding of the complexities of the relationship 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.

Cut Scores

Not Achieved	Achievement	Achievement with Merit	Achievement with Excellence
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>Describes the relationship between a specific media product and its audience.</p> <p>Supports the discussion of the relationship between a specific media product and its audience with evidence.</p> <p>Addresses the chosen statement throughout some of the essay.</p>	<p>Describes in detail the relationship between a specific media product and its audience.</p> <p>Supports the discussion of the relationship between a specific media product and its audience with detailed evidence.</p> <p>Attempts to explain how and / or why the relationship between the media product and its audience operates.</p> <p>Addresses the chosen statement throughout most of the essay.</p>	<p>Explains how and / or why the relationship between the media product and its audience operates.</p> <p>Supports the discussion of the nature of the relationship between the media product and its audience with relevant and accurate evidence, such as demographic / psychographic information and / or media audience theory.</p> <p>Addresses the chosen statement throughout the essay.</p>	<p>Explains in detail how and / or why the relationship between the media product and its audience operates.</p> <p>Supports the discussion of the nature of the relationship between the media product and its audience with detailed and relevant evidence, such as demographic / psychographic information and / or media audience theory.</p> <p>Attempts to examine a consequence of the relationship between the media product and its audience.</p> <p>Integrates the chosen statement throughout the essay.</p>	<p>Examines a consequence of the relationship between a media product and its audience.</p> <p>Supports the discussion of the wider consequences of the relationship with convincing evidence, such as theory, statistics, academic and other articles, as well as judiciously chosen evidence from the media product, the creators of the product, and the audience.</p> <p>Shows some awareness of the complexity of the relationship between the media product and its audience.</p> <p>Interrogates the chosen statement throughout most of the essay with some nuance.</p>	<p>Examines in detail a consequence of the relationship between a media product and its audience.</p> <p>Supports the discussion of the wider consequences of the relationship with detailed, convincing statistics, academic and other articles, as well as judiciously chosen evidence from the media product, the creators of the product, and the audience.</p> <p>Shows an awareness of the complexity of the relationship between the media product and its audience.</p> <p>Interrogates the chosen statement throughout most of the essay with nuance.</p> <p>Demonstrates perceptive, insightful, critical thinking.</p>
<p>N0 = No response; no relevant evidence.</p> <p>N1 = 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>N2 = 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>					