

Assessment Schedule – 2022

Media Studies: Demonstrate understanding of an aspect of a media industry (91490)

Assessment Criteria

| Achievement | Achievement with Merit | Achievement with Excellence |
|---|---|---|
| <i>Demonstrate understanding</i> involves identifying an aspect of a media industry and explaining how and / or why this aspect operates in the industry. | <i>Demonstrate in-depth understanding</i> involves analysing an aspect of a media industry by explaining its impact on the industry and / or society. An impact may be social, cultural, political, historical, economic, technological, or ideological. | <i>Demonstrate perceptive understanding</i> involves evaluating the impact of an aspect of a media industry on the industry and / or society. |

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 they intend to respond to: 1, 2, 3, or 4; or made their selection evident in the answer. Points cited below as evidence are indicative and not exclusive.

| N1 | N2 | A3 | A4 | M5 | M6 | E7 | E8 |
|--|--|---|---|--|--|--|--|
| Attempts to demonstrate an understanding of an aspect of a media industry. | Shows some limited understanding of an aspect of a media industry. Identifies an aspect of the chosen media industry and attempts to explain how it operates in the industry. | Shows some understanding of an aspect of a media industry. Identifies an aspect of the chosen media industry and explains how it operates in the industry. | Shows a reasoned understanding of an aspect of a media industry. Identifies an aspect of the chosen media industry and explains in detail how it operates in the industry. | Attempts an analytical understanding of an aspect of a media industry. Shows an understanding of the aspect and the industry. | Shows an analytical understanding of an aspect of a media industry. Shows an in-depth understanding of the aspect and the industry (may attempt to present conclusions, though lacks perception). | Shows an evaluative understanding of an aspect of a media industry. Shows a perceptive understanding of the industry by drawing conclusions about the wider significance of the relationship. | Shows an evaluative and perceptive understanding of an aspect of a media industry. Shows a perceptive and engaging understanding of the genre and the society by drawing convincing conclusions about the wider significance of the relationship. |
| | Develops a simple argument. | Develops an argument. | Develops a relevant argument by attempting to explain the impact of the aspect on the industry and / or society. | Explains the impact on the industry and / or society. | Explains in detail the impact on the industry and / or society and attempts some evaluation (may be limited or generalised). | Evaluates the impact on the industry and / or society (may include discussion of the extent of the impact). | Evaluates convincingly the impact on the chosen genre and / or society (may include discussion of the wider significance and / or complexities of the industry). |
| Demonstrates weaknesses in style and / or organisation. | Focuses on a history of the industry rather than how the aspect operates. | Focuses mainly on a history of the industry rather than how the aspect operates. | Focuses the discussion on the aspect rather than the industry as a whole to address the statement clearly. | Focuses the discussion on the aspect rather than the industry as a whole to address the statement throughout. | Focuses on the industry aspect using a case study(ies) to support discussion and address the statement confidently. | Focuses on the industry aspect integrating a case study(ies) to support discussion and address the statement consistently. | Focuses on the industry aspect consistently integrating case study(ies) to support discussion and address the statement perceptively. |
| Includes little direct evidence relevant to the discussion. | Includes some evidence relevant to the discussion. | Supports the discussion with detailed evidence from media sources. | Supports the discussion with appropriate evidence from media sources. | Uses relevant, specific detail from media sources and / or other sources that supports the discussion. | Uses relevant, specific detail from media sources and / or other sources that supports the discussion (may include references to specific articles and / or media theory). | Uses relevant, specific detail from media and other sources that clearly supports the discussion (may include references to specific articles and / or media theory). | Uses relevant, specific detail from media and other sources that clearly and consistently supports the discussion (may include references to specific articles and / or media theory). |
| Does not address the chosen statement. | Attempts to address the chosen statement. | Addresses the chosen statement some of the time. | Addresses the chosen statement throughout the response (may be only in the introduction and the conclusion). | Addresses the chosen statement throughout the response. | Interrogates the chosen statement throughout most of the response, with some nuance. | Interrogates the chosen statement generally throughout the response, with nuance. | Interrogates the chosen statement throughout the response, with nuance. |

N0 = No response; no relevant evidence.