Assessment Schedule – 2022

Media Studies: Demonstrate understanding of a relationship between a media genre and society (91493)

Assessment Criteria

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding involves explaining a relationship between a media genre and society.	*Demonstrate in-depth understanding* involves analysing a relationship between a media genre and society by explaining its impact on the genre and / or society. An impact may be social, cultural, political, historical, economic, technological, or ideological.	*Demonstrate perceptive understanding* involves evaluating the impact of a relationship between a media genre and society on the genre 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 the relationship between a genre and society.	Shows some limited understanding of the relationship between a genre and society.	Shows some understanding of the relationship between a genre and society.	Shows a reasoned understanding of the relationship between a genre and society.	Attempts an analytical understanding of the relationship between a genre and society.	Shows an analytical understanding of the relationship between a genre and society.	Shows an evaluative understanding of the relationship between a genre and society.	Shows an evaluative and perceptive understanding of the relationship between a genre and society.
	Develops a simple argument.	Develops an argument.	Develops a relevant argument by attempting to explain the impact on the chosen genre and / or society.	Explains the impact on the chosen genre and / or society.	Explains in detail the impact on the chosen genre and / or society and attempts some evaluation (may be limited or generalised).	Evaluates the impact on the chosen genre and / or society (may include discussion of the extent of the impact of the relationship).	Evaluates convincingly the impact on the chosen genre and / or society (may include discussion of the wider significance and / or complexities of the relationship).
	Shows little familiarity with either the genre or society.	Shows some familiarity with either the genre or society.	Shows a sound familiarity with either the genre or society.	Shows a balanced understanding of the genre and society.	Shows an in-depth and detailed understanding of the genre and society (may attempt to present conclusions, though lacks perception).	Shows a perceptive understanding of the genre and society by drawing conclusions about the wider significance of the relationship.	Shows a perceptive and engaging understanding of the genre and society by drawing convincing conclusions about the wider significance of the relationship.
Demonstrates weaknesses in style and / or organisation.	Focuses on individual texts rather than genre.	Focuses mainly on individual texts rather than genre.	Focuses more on the genre rather than the texts to address the statement clearly.	Focuses on the genre rather than the texts to address the statement clearly.	Focuses on the genre, using texts to support discussion and address the statement confidently.	Focuses on the genre, integrating texts to support discussion and address the statement consistently.	Focuses on the genre, consistently integrating texts 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 at least TWO media texts.	Supports the discussion with appropriate evidence from at least TWO media texts.	Uses relevant, specific detail from at least TWO media texts that supports the discussion.	Uses relevant, specific detail from at least TWO media texts that supports the discussion (may include references to specific articles and / or media theory).	Uses relevant, specific detail from at least TWO media texts that clearly supports the discussion (may include references to specific articles and / or media theory).	Uses relevant, specific detail from at least TWO media texts 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 (may be only in the introduction and the conclusion).	Addresses the chosen statement.	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.