

National Certificate of Educational Achievement

2012 Assessment Report

Media Studies Level 1

- 90991 Demonstrate understanding of the media coverage of a current issue or event**
- 90992 Demonstrate understanding of characteristics of a media genre**

COMMENTARY

Candidate performance was generally consistent across both examination papers.

Candidates who clearly addressed the statements in answers with a clear structure were most successful. Candidates who generalised and were unable to use evidence to support their assertions were less successful. Candidates who linked their responses in both parts of the paper were able to expand their discussion holistically.

The use of detailed, relevant, and specific evidence to support discussion was vital to success. The use of inappropriate topics often disadvantaged candidates.

Rote-learned essays disadvantaged candidates. These essays often did not engage with the question. Rote learned essays also limited engagement with the parts of the question. Because of this lack of engagement, the relationship between the parts required to show a comprehensive understanding was often missing in rote-learned essays.

STANDARD REPORTS

90991 Demonstrate understanding of the media coverage of a current issue or event

ACHIEVEMENT

Candidates awarded Achievement typically:

- described specific aspects of media coverage in the presentation of a current issue or event
- used relevant evidence of how these aspects were used in the media coverage
- answered by focusing on the media coverage rather than the current issue or event.

NOT ACHIEVED

Candidates awarded Not Achieved typically:

- described the current issue/event rather than the media coverage
- offered generalised and/or vague answers
- did not include sufficient evidence
- referred to “the media” rather than specific source or validated coverage
- discussed only ONE aspect of media coverage.

ACHIEVEMENT WITH MERIT

Candidates awarded Achievement with Merit typically:

- offered specific and valid reasons to explain why the media covered the issue/event in a particular way
- had a detailed knowledge of how news values, practices, regulations, commercial or political considerations and/or audience expectations validated the chosen coverage
- provided detailed and relevant evidence to support reasons for the media coverage.

ACHIEVEMENT WITH EXCELLENCE

Candidates awarded Achievement with Excellence typically:

- offered detailed explanation of a specific effect of the media coverage of a current issue/event
- offered thoughtful justifications supported by evidence to explain how the media coverage had an effect
- drew insightful conclusions as to why the media coverage had an intended effect.

OTHER COMMENTS

Candidates who described the aspects of media coverage either before or in relation to the current issue/event fared considerably better than those who did not.

Candidates who wrote about the event itself often failed to demonstrate an understanding of the media coverage.

Candidates who only discussed “the media” often made vague, generalised and/or emotive statements that were not supported by specific evidence. This was particularly evident at Part (b) where sweeping statements, were offered. These statements often had no connection to the reasoned explanation of the coverage attempted in Part (a) of the response.

Candidates who understood the chosen aspects, and the reasons why these could or would be applied to the specific media coverage, were more likely to consider and discuss the direct or wider effect of this particular coverage.

The performance outcome for candidates was impacted by choice of topic. The current issue/event was best when specific and within a timeframe. Larger news topics, such as those relating to a world geographic location or drug legalization, were often too broad.

90992 Demonstrate understanding of characteristics of a media genre

ACHIEVEMENT

Candidates awarded Achievement typically:

- described TWO identifying characteristics of a media genre
- used relevant evidence to support their description of the characteristics in use in the chosen genre
- responded in terms of focusing on the two characteristics of the genre rather than the use in specific media text.

NOT ACHIEVED

Candidates who were awarded Not Achieved typically:

- described only one characteristic of a media genre rather than two
- provided a generalised and/or vague response about one or both characteristics
- did not provide sufficient evidence to support their discussion for the two characteristics
- identified characteristics which are common to a medium rather than a specific genre such as soundtrack, special effects, lighting, narrative or costume

- described the characteristic as it was used in one media text without actually linking the description to the chosen media genre; the response becoming a close reading of a text rather than a description of TWO characteristics of a media genre.

ACHIEVEMENT WITH MERIT

Candidates awarded Achievement typically:

- provided reasoned explanation for how and/or why BOTH characteristics are used in the media genre
- offered at least one reasoned explanation for how each characteristic is used in at least one media text and how this use relates to the genre itself
- provided sufficient detailed and relevant evidence to demonstrate in depth understanding of the TWO characteristics of the chosen genre.

ACHIEVEMENT WITH EXCELLENCE

Candidates awarded Achievement with Excellence typically:

- produced a discussion which examined in detail an effect (implication) of the use of BOTH characteristics of the media genre
- drew at least one valid conclusion or consequence of the use of two characteristics in a media genre
- provided judicious evidence supporting valid and even insightful conclusions and/or consequences demonstrating convincing understanding of the characteristics.

OTHER COMMENTS

Candidates who described both characteristics in relation to their genre, generally performed better than those who didn't.

Candidates who discussed characteristics which are general to a medium rather than a specific genre such as narrative, soundtrack or costume generally found it harder to go beyond generalisations and assertions as to their use and possible effects on the genre identified.

Candidates who wrote in a generalised way about a number of possible implications for the genre rather than explaining or examining the use of the characteristics themselves in the genre were disadvantaged particularly in Part (b) of the paper.

Candidates who addressed implications such as representation or commercial considerations in a general way in Part (b) often did not draw a specific conclusion or consequence for the genre, or these were unrelated to the characteristics discussed in Part (a).

Some candidates provided responses to genre which were more suited to the Level 2 and/or 3 genre papers. This made it difficult for candidates to meet the requirements of this standard in particular.