

National Certificate of Educational Achievement

2013 Assessment Report

Media Studies Level 3

- 91490 Demonstrate understanding of an aspect of a media industry**
- 91493 Demonstrate understanding of a relationship between a media genre and society**

COMMENTARY

In 2013 the most successful candidates were able to write coherent and focused responses based on a thesis or considered and developed approach to the intent of each standard.

Rote learned answers were problematic in both standards.

STANDARD REPORTS

91490 Demonstrate understanding of an aspect of a media industry

ACHIEVEMENT

Candidates awarded Achievement typically:

- responded with an argument appropriate to the option selected
- discussed a clearly identified aspect of a media industry
- explained how this aspect operated in the industry through the discussion of more than one feature
- gave answers that were sometimes general or took a subjective approach
- used mainly relevant examples to support their explanation.

NOT ACHIEVED

Candidates awarded Not Achieved typically:

- did not clearly identify an aspect of the industry
- did not show understanding of the way the aspect operated in the industry
- were unable to provide relevant supporting evidence in their explanation
- included out-of-date or highly subjective evidence
- described the aspect and its place in the industry but did not explain how/why it operates in the way described
- wrote about a business or organisation without linking in any way to how it operated within a media industry
- wrote on the media in general rather than a media industry.

ACHIEVEMENT WITH MERIT

Candidates awarded Achievement with Merit typically:

- explained at least one impact of an aspect of a media industry on society or the industry
- included relevant supporting evidence to support their explanations
- directly linked evidence showing an understanding of how the examples impacted on the aspect.

ACHIEVEMENT WITH EXCELLENCE

Candidates awarded Achievement with Excellence typically:

- used appropriate evidence to evaluate ideas about the impact of the aspect on the industry and/or society
- wrote in depth, using evidence from relevant and often wide ranging sources

- supported a specific stance or viewpoint about the impact with well-chosen critical viewpoints or other relevant evidence
- linked wider technological, economic, sociological or organisational changes in the media or society to the chosen industry.

OTHER COMMENTS

Candidates who did well in this examination had knowledge of current issues, structures, etc. of their chosen industry. They wrote about the industry thoughtfully, using evidence to show their understanding of the impact of an aspect of that industry on society and/or the industry.

When choosing an aspect of the industry candidates needed to be aware of the place of that aspect in the industry. For example, it was not enough to write about Napster without linking to how it operated in the music industry.

Candidates who had a particular focus on an aspect of an industry that they understood in depth were advantaged.

Using out-of-date examples about any current media industry restricted the ability of students to succeed – in a changing media environment these industries are constantly adapting and changing.

Candidates who discussed the media as a whole, rather than a media industry missed the point of the standard. It was often an advantage to candidates to discuss the wider media and its relationship to the industry – but they must show their understanding of the aspect of a specific industry first.

91493 Demonstrate understanding of a relationship between a media genre and society

COMMENT

Candidates who achieved highly had an in-depth or perceptive understanding of genre allowing them to demonstrate their understanding of the complex nature of media products and the society that created them. Often these candidates framed their essays with a thesis, which stemmed from the examination question, and were able to construct a focused, detailed and well-supported argument using a range of specific relevant examples.

Many candidates discussed films rather than the genre and how/why genre represents aspects of a particular society. Some candidates selected texts that were not from the same genre or related texts from a genre to a society with which they did not have a relationship. Some candidates made inaccurate observations about society, which did not allow them to demonstrate an understanding of the relationship between the media product and the society. Some candidates misinterpreted the question discussing how genre causes concerns in society rather than how it can be used as a lens to reflect the concerns of a society at any given time.

ACHIEVEMENT

Candidates awarded Achievement typically:

- responded with an argument appropriate to the option selected
- described at least one recognisable characteristic of a media genre
- explained at least one aspect of the relationship between society and a genre
- used evidence from at least three relevant media texts
- focused on a text and its connection with an event in society without reference to the impact or cause and effect of this connection.

NOT ACHIEVED

Candidates awarded Not Achieved typically:

- did not respond with an argument appropriate to the option selected
- gave an incomplete or unconvincing description of a characteristic of the chosen genre
- wrote generally about films rather than genre
- gave a general, inaccurate or incomplete explanation of an aspect of society
- did not link society and genre
- gave insufficient valid evidence.

ACHIEVEMENT WITH MERIT

Candidates awarded Achievement with Merit typically:

- explained how and/or why the characteristics of a media genre related to an aspect or aspects of a society
- explained the impact or cause and effect of this relationship
- used relevant evidence from at least three texts in a convincing way.

ACHIEVEMENT WITH EXCELLENCE

Candidates awarded Achievement with Excellence typically:

- evaluated an aspect of the genre by going beyond the texts, drawing together society and genre
- made insightful and or convincing comments about the relationship between media genre and society
- understood the complex nature of society and the resulting evolution of genre
- used detailed and relevant evidence from media texts consistently and thoughtfully.