

# **National Certificate of Educational Achievement**

## **2014 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**

Candidates who responded to the chosen statement by utilising key words throughout their discussion consistently demonstrated understanding.

## **STANDARD REPORTS**

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

#### **ACHIEVEMENT**

**Candidates who were awarded Achievement for this standard demonstrated the required skills and knowledge. They commonly:**

- used the key words of the chosen statement to frame the description of the aspect of the issue or event
- described the event/issue
- related their description to the chosen aspect of the coverage
- gave specific source details
- used at least two examples of relevant evidence to show how the aspect was used in the media coverage of the event or issue
- attempted to give reasons for the chosen aspect.

#### **NOT ACHIEVED**

**Candidates who were assessed as Not Achieved for this standard lacked some or all of the skills and knowledge required for the award of Achievement. They commonly:**

- did not provide examples of coverage of the event or issue
- provided generic description of the issue or event
- focused on the issue/event rather than the media coverage
- failed to give reasons for the specified aspect of media coverage.

#### **ACHIEVEMENT WITH MERIT**

**In addition to the skills and knowledge required for the award of Achievement, candidates who were awarded Achievement with Merit commonly:**

- offered specific reasons in the discussion of the chosen aspect of media coverage
- provided relevant evidence to support reasons for chosen aspect of media coverage
- discussed implications of the media coverage for the broadcaster or subject of story
- included supporting detail coverage and/or other commentary
- displayed a degree of depth in discussion – showed good understanding of the issue/event and its coverage.

#### **ACHIEVEMENT WITH EXCELLENCE**

**In addition to the skills and knowledge required for the award of Achievement with Merit, candidates who were awarded Achievement with Excellence commonly:**

- provided detail in the implications of the media coverage, usually in terms of how a media audience was swayed or influenced and perhaps how resultant political or commercial decisions were made

- wrote concisely and clearly, and were able to build their points with a logical progression towards excellence level
- were able to use the structure of the achievement standard to show they understood both why an issue or event was presented in a particular way and the results of that portrayal.

## **90992 Demonstrate understanding of characteristics of a media genre**

### **ACHIEVEMENT**

**Candidates who were awarded Achievement for this standard demonstrated the required skills and knowledge. They commonly:**

- responded to the statement by using key words to frame the description of the characteristics of the genre
- demonstrated an understanding of media genre such as the constructed nature of media texts within a genre
- used specific examples from texts to reinforce their points
- identify specific aspects of characteristics eg teens issues- they identify conformity and write about that

### **NOT ACHIEVED**

**Candidates who were assessed as Not Achieved for this standard lacked some or all of the skills and knowledge required for the award of Achievement. They commonly:**

- close read specific media texts rather than using examples from media texts to support the description of the characteristics of the genre
- provided a rote learned or plot-based response
- did not demonstrate understanding of media concepts such as genre
- identified a characteristic of a genre such as stereotypes but did not demonstrate understanding by describing the characteristic in any depth

### **ACHIEVEMENT WITH MERIT**

**In addition to the skills and knowledge required for the award of Achievement, candidates who were awarded Achievement with Merit commonly:**

- focused the explanation on each of the characteristics' use in the genre
- explained a reason for the use of each characteristic through ongoing discussion and backed up with supporting evidence
- may have made reference to media theory in an attempt to explain the effect of the characteristics but did not cite the source of the evidence or use it in a way that shows they understand how it supports the explanation of the effect: for example, horror genre and excitation transfer theory.

## **ACHIEVEMENT WITH EXCELLENCE**

**In addition to the skills and knowledge required for the award of Achievement with Merit, candidates who were awarded Achievement with Excellence commonly:**

- provided detailed explanation of the effect of each characteristic supported by relevant, referenced evidence
- went beyond the texts used as examples for description/explanation of the use to look at the effect of the use of the characteristics on the genre, or audience or society
- focused on an effect of each characteristic rather than a discussion of the genre such as how it has changed over time.