

Assessment Schedule – 2011

Media Studies: Demonstrate understanding of characteristics of a media genre (90992)

Assessment Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<i>Demonstrate understanding</i> of characteristics of a media genre.	<i>Demonstrate in-depth understanding</i> of characteristics of a media genre.	<i>Demonstrate comprehensive understanding</i> of characteristics of a media genre.

Evidence Statement

Note: The first task is not assessed, but candidates are required to complete it so the marker can identify the genre that is under discussion.

The marker will consider student writing for part (a) and (b) holistically when awarding a grade. Students may achieve Excellence by answering only part (a).

Achievement	Achievement with Merit	Achievement with Excellence
<p>Describes TWO identifying characteristics of a media genre.</p> <p>For example, a characteristic of a genre may be:</p> <ul style="list-style-type: none"> American teen films – school location, social hierarchy, school prom, contemporary soundtrack, etc breakfast radio – 2–3 announcers, banter, jokes, competitions, fast pace, etc. <p>Supporting evidence from at least ONE media text is given for EACH characteristic.</p> <p><u>Partial Example:</u> <i>Two characteristics that are regularly seen in Westerns are the lone hero and the climactic showdown.</i> <i>The lone hero is a convention in Western films. The lone hero is usually a morally correct character and a skilled fighter. They are principled and courageous</i></p>	<p>Explains how AND / OR why TWO identifying characteristics are used in a media genre.</p> <p>Supporting evidence from at least ONE media text is given for EACH characteristic.</p> <p><u>Partial Example:</u> <i>Traditionally Westerns were set in frontier towns where life was rugged and the values expressed in the films tended to be very masculine. The characteristics of the lone hero and final showdown reflect these values.</i> <i>The lone hero tends to be guided by honour and</i></p>	<p>Examines the effect of the use of TWO identifying characteristics in a media genre. The effect may be an implication.</p> <p>This could include any of the following:</p> <ul style="list-style-type: none"> popularity profit representation changing / mixing of the genre(s) audience / fans. <p>Supporting evidence from at least ONE media text is given for EACH characteristic.</p> <p><u>Partial Example:</u> <i>One reason that genres use recognisable characteristics is for audience appeal. The characteristic of the lone hero seen in Westerns was a popular characteristic for many decades. However, over time, the idea of a Western hero changed because of changing audience tastes. Early Western heroes in the 1930s and '40s appealed to young</i></p>

and usually stand up to the forces of lawlessness, or greed. In Shane (1953), the character Shane protects a family under threat from the Cattle Baron, and when he has defeated his men, rides off into the wilderness.

The showdown is a convention associated with Westerns. It is when the hero and the villain face off against each other in a gunfight. High Noon (1952) is a classic Western that features a showdown between a courageous and principled sheriff, Will Kane, against the notorious Miller gang. Despite the fact that the townspeople refuse to help him, Kane believes firmly in law and order, and faces the gang even though he is outnumbered. When he defeats them, the townspeople swarm around him, grateful that law and order has won.

protects small, developing communities of the western frontier against threats from Native Americans, greedy businessmen, or ranchers, or criminal gangs. They reflect core American values such as freedom and justice.

In Shane (1953), the character Shane protects a family under threat from the Cattle Baron, and when he has defeated his men, rides off into the wilderness. These characters appeal to an audience who appreciate their selfless and honourable attitude. Shane is seen through a young boy's eyes, who regards him as a hero. Shane says to him, "You go home to your mother and your father and grow up to be strong and straight." The lone hero cannot fit into the new era of civilization, and when the Rykers have been defeated, Shane rides off into the distance, telling Joey, "A man has to be what he is, Joey." This gives him a mythic quality, and the audience admires him because he will not give up his principles.

The showdown is a convention associated with Westerns. It is necessary to show that good will ultimately win in the end. High Noon (1952), is a classic Western that features a showdown between a courageous and principled sheriff, Will Kane, against the notorious Miller gang. He tries to get the townspeople to help him, but they refuse. In spite of this, he does it because he believes it's the right thing to do. He even says to his wife, "I'm not trying to be a hero. If you think I like this, you're crazy." Like Shane, he will not give up his principles. The audience needs to see the conflict resolved and the balance between good and evil restored to the side of good. Only when the town has been saved does Will ride off to start a new life with his wife.

males because they were an idealised version of what men should be – brave and noble. They represented ideal mainstream values of decency and justice. A hero like Will Kane from High Noon (1952), represented honour and sacrifice. Like Shane and other classic Western heroes, he alone protected communities under threat from ruthless and immoral forces. During this time the Hayes production code stated that no bad man could be a hero. However, by the 1960s, audiences were changing. Young people were challenging traditional values and audiences expected more sophisticated and less sanitised entertainment. Once Upon a Time in the West (1968), presented a lone hero motivated not by honour, but by revenge. The character Harmonica offers some protection to the widowed homesteader Jill by preventing the murderer Frank from using intimidation to buy her land, and kills him in a duel. However, this was because Frank had killed his older brother. The character of the hero is a very significant characteristic in Westerns as it provides a figure that the audience can identify with. If they can't, then they will not be interested in the film. In the case of Westerns, as audiences became more cynical and their tastes became more sophisticated, so too did Western heroes. However, by the '80s, the Western was struggling to remain a popular genre as the heroes had perhaps become too indistinguishable from the bad guys. This would be off-putting to an audience who would still have expected to see good triumph over evil in some form.

Not Achieved			Achievement		Merit		Excellence	
N0	N1	N2	A3	A4	M5	M6	E7	E8
No response; no relevant evidence.	Incomplete identification of characteristics.	Incomplete identification of characteristics.	TWO characteristics are described in some detail.	TWO characteristics are described in detail.	TWO characteristics are explained in some detail.	TWO characteristics are explained in detail.	TWO characteristics are examined. Likely consequence or conclusion, drawn from evidence, is valid.	TWO characteristics are examined in detail. Likely consequence or conclusion, drawn from evidence, is valid, and at times, insightful.
No response; no relevant evidence.	Little understanding of characteristics of chosen media genre shown in description.	Shows some understanding of characteristics of chosen media genre.	Shows understanding of characteristics of chosen media genre.	Shows a sound understanding of characteristics of chosen media genre. May attempt to give reasons for their use in the genre, but these are oversimplified, or weak.	Shows a sound understanding of characteristics of chosen media genre. Gives some reasoned explanation for their use in the genre.	Shows a sound understanding of characteristics of chosen media genre. Gives reasoned explanation for their use in the genre.	Shows convincing understanding of characteristics of chosen media genre. Reasons given for their use are thoughtful.	Shows convincing understanding of characteristics of chosen media genre. Reasons given for their use are insightful.
No response; no relevant evidence.	Insufficient evidence used.	Insufficient evidence used.	Sufficient relevant evidence provided.	Sufficient relevant evidence provided.	Detailed and relevant evidence provided.	Detailed and relevant evidence provided.	Detailed and judicious evidence provided.	Detailed and judicious evidence provided.

Judgement Statement

	Not Achieved	Achievement	Achievement with Merit	Achievement with Excellence
Score range	0 – 2	3 – 4	5 – 6	7 – 8
Codes				
U	=	Characteristic of a media genre is described, plus sufficient and relevant evidence (a1 and a2 and / or b)		
I	=	Characteristic explained as to how / why used in the genre supported by detailed and relevant evidence (a1 and a2 and / or b)		
C	=	Characteristic examined as to effect of use in the genre supported by detailed and judicious evidence (a1 and a2 and / or b)		