

## Assessment Schedule – 2013

### Media Studies: Demonstrate understanding of the media coverage of a current issue or event (90991)

#### Evidence Statement

*Note: The issue or event must be occurring now, or have occurred within the past year, to be considered as current.*

Achievement	Achievement with Merit	Achievement with Excellence
<p><b>Describes, with supporting evidence</b>, ONE aspect of how the chosen current issue or event was presented by the media.</p> <p>The <b>aspect</b> involved may be:</p> <ul style="list-style-type: none"> <li>• depth and duration of coverage</li> <li>• placement, eg medium, location</li> <li>• style</li> <li>• tone</li> <li>• point of view</li> <li>• selection and/or omission of viewpoints or material</li> <li>• source of material</li> <li>• any other specific aspect of the media treatment of the issue/event.</li> </ul> <p>Includes <b>supporting evidence</b> for the aspect such as:</p> <ul style="list-style-type: none"> <li>• headlines</li> <li>• quotes</li> <li>• descriptions of video sequences shots, photos, radio segments</li> <li>• layout, design, and placement details in magazines, newspapers, billboards, and web pages</li> <li>• statistics of coverage</li> <li>• use of colour and text</li> <li>• reference to the actions or press releases of particular media personalities</li> </ul>	<p><b>Explains</b> TWO reasons why the media chose to present the current issue or event in that particular way.</p> <p>The <b>explanation</b> may relate to:</p> <ul style="list-style-type: none"> <li>• news values</li> <li>• laws and/or regulations</li> <li>• professional practices</li> <li>• commercial considerations</li> <li>• political considerations</li> <li>• audience expectations.</li> </ul> <p>The <b>reasons</b> should also explain <b>why</b> the way the media presented the current issue or event has this effect.</p> <p>Includes <b>supporting evidence</b> such as details and material from media texts, details and examples from media commentary, experts, interviews, or from comparison with other issues, or events, or other relevant material.</p>	<p><b>Explains</b> an implication(s) of the way the media presented the current issue or event.</p> <p>The <b>implication(s)</b> may relate to:</p> <ul style="list-style-type: none"> <li>• public awareness</li> <li>• debate and discussion</li> <li>• forming of public opinion</li> <li>• changes in society</li> <li>• bias (reinforcing or challenging stereotypes and / or viewpoints)</li> <li>• representation and stereotyping.</li> </ul> <p>Includes <b>supporting evidence</b> such as details and material from media texts, details and examples from media commentary, experts, interviews, or from comparison with other issues, or events, or other relevant material.</p>

- use of social networking sites
- use of sound bites and vox pops
- repeated use of particular images or terminology
- evidence relating to the omission of groups or ideas.

Partial example:

*Point of view is often used by media sources to develop and direct the coverage of an event or issue. It can allow news to be presented in a subjective, rather than objective, manner. This can be done through the use of a particular journalist covering a story, or a well-known personality, celebrity, political figure, or the 'voice of the people', making comment, or weighing in on the topic. Today, this can happen in traditional news sources and also in new media sites such as blogs, Tweets, Facebook, and YouTube. The use of point of view can cause controversy, sway opinion, further educate, or simply make comment on the state of the event or issue.*

*On 5 March 2012, Invisible Children, Inc posted 'Kony 2012' on YouTube. It quickly went viral after celebrities helped spread the word on their social media accounts. The point was to make Kony famous to stop his 'current' actions in Uganda. Justin Bieber, Oprah Winfrey, Nicole Richie, and Rihanna were some of the stars to use Twitter to support 'Kony 2012'. "#KONY2012 Spread the word!!!" Rihanna tweeted initially. And later: "PLEASE go to Invisiblechildren.com. Even if its 10 minutes ... Trust me, you NEED to know about this! #1LOVE".*

*This kind of use of personal point of view supporting the original video increased awareness across the internet and the campaign hit over 76 million views over nine days. The Obama administration joined support of the video when on 9 March 2012, Press Secretary Jay Carney stated, "... We congratulate the hundreds of thousands of Americans who have mobilised to this unique crisis of conscience ...". These points of view initially gave online attention to*

Partial example:

*'Kony 2012' was a modern day call to arms for internet-savvy youth, the 76 million hits in as little as nine days was enough to push 'Kony 2012' into the print and pixels of traditional news media. But once questions were raised as to the authenticity of the Invisible Children, Inc organisation, and the mental health of co-founder Jason Russell, it is not hard to see the reasons why point of view became such a powerful aspect in the presentation of the event.*

*The news values of frequency, unexpectedness, celebrity involvement, bad news, and conflict all played a role in the presentation of 'Kony 2012' in mainstream news media. From CNN, NBC, The New York Times, to the BBC, and Al Jazeera, traditional news media seemed to agree that the response to the cause was positive in inspiring action, but all aspects of the documentary and why it had been made, needed to be considered.*

*Throughout March, a rush of opinions were shared. On BBC Radio social media, expert Kate Bussman was interviewed, and discussed the targeting of 'Kony 2012' to 'digital natives', and the broad sense of good that comes out of people responding quickly and the "... positive fact that people are talking about it ...". Noam Cohen of The New York Times, covered the story on 12 March, looking at 'A Video Campaign and the Power of Simplicity' (B3), highlighting the backlash of 'Kony 2012', while arguing that "Yes, 'Kony 2012' may be crude, simplistic, and shallow, but can it really be counterproductive if it prompts young people to ask why a well-known warlord with 30 years of atrocities to his name has not been caught and prosecuted?" The range of points of view operating in traditional*

Partial example:

*'Kony 2012' and the 'digital natives' reaction to it created a 'news-value stew', and became a defining current event of 2012. Traditional news sources presented the campaign and its influence from varying angles, ranging from "Kony video may do more harm than good" (The New Zealand Herald 21 March 2012) to "Kony 2012: Nirvana of online campaigning or missed chance?" (The Guardian 19 April 2012). The wide and varied points of view drove wider debate and discussion. Like a chain reaction, 'Kony 2012' was picked up and placed in the context of issues, ranging from the success of social media as a source of news, to concerns regarding the allocation of donated funds by non-governmental organisations.*

*Opinion pieces seemed to play to the origins of the story. Blogs and the online sites of traditional news sources such as NBC, CBS, The Guardian, and Al Jazeera, ran hot with issues drawn from and relating to 'Kony 2012'. It was as if they were trying to connect with the same audience 'Kony 2012' successfully targeted.*

*Reaching 100 million views in a matter of days, 'Kony 2012' is a fabulous case study of how an organisation can use social media to pitch a story and achieve their goals, but not of how a generation thinks they can get and deliver news. Kevin Sites, an embedded war journalist for CNN and Yahoo sums it up, "It's great to have a rallying point for a cause, but let's be honest and help people because we have responsibility to each other – not to warm our hands in the flames of outrage fanned by the twitter feeds of dozens of ill-informed celebrities happy to expand their brand to include Coca-Cola, Nike, and Compassion". The truth*

<p><i>the 'Kony 2012' Campaign, but by the 12 March, mainstream media had taken up the story and their point of view was more critical of the claims made in the campaign, and the organisation behind it, Invisible Children, Inc.</i></p> <p><i>'Kony 2012' applied to mainstream news values: frequency (happened quickly), unexpectedness (came from nowhere), conflict, and reference to celebrity. 'Kony 2012' was now a current event itself and had the news value unexpectedness because it became something out of nothing. As the campaign had these news values, point of view became even more obvious. It became a big discussion across traditional news sources and online, and was therefore an important story all because of its news values.</i></p>	<p><i>media mirrored those online. This meant that the event of 'Kony 2012' developed into a wider issue centered around the sharing and positive influence of navigating and taking part in news online.</i></p>	<p><i>is that getting news online can be as dangerous as agreeing to meet someone. Trusting the source and knowing their intentions is key, as is being news, as is being 'internet savvy'.</i></p>
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N1	N2	A3	A4	M5	M6	E7	E8
<p>Partially describes ONE aspect.</p> <p>Shows little understanding of media coverage.</p>	<p>Describes ONE aspect.</p> <p>Shows some understanding of media coverage shown in description.</p>	<p>Describes ONE aspect in some detail.</p> <p>Shows an understanding of media coverage.</p> <p>Provides sufficient relevant evidence.</p>	<p>Describes ONE aspect in detail.</p> <p>Shows understanding of media coverage. May attempt to give reasons for this, but they are oversimplified, or weak.</p> <p>Provides sufficient relevant evidence.</p>	<p>Explains ONE aspect in some detail.</p> <p>Shows a sound understanding of media coverage. Gives some sound reasons for coverage.</p> <p>Provides detailed and relevant evidence.</p>	<p>Explains ONE aspect in detail.</p> <p>Shows a sound understanding of media coverage. Gives sound reasons for coverage.</p> <p>Provides detailed and relevant evidence.</p>	<p>Explains ONE aspect in detail, drawing valid conclusions from evidence.</p> <p>Shows convincing understanding of media coverage. Reasons given are thoughtful.</p> <p>Provides detailed and judicious evidence.</p>	<p>Explains ONE aspect in detail, drawing valid and at times insightful conclusions from evidence.</p> <p>Shows convincing understanding of media coverage. Reasons given are insightful.</p> <p>Provides detailed and judicious evidence.</p>

**N0** = No response; no relevant evidence.

### Judgement Statement

	Not Achieved	Achievement	Achievement with Merit	Achievement with Excellence
Score range	0 – 2	3 – 4	5 – 6	7 – 8