

## Assessment Schedule – 2013

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

#### Evidence Statement

Achievement	Achievement with Merit	Achievement with Excellence
<p><b>Describes</b> TWO significant characteristics of a media genre.</p> <p>Characteristics of a genre might be:</p> <ul style="list-style-type: none"> <li>• road movies –encounter characters, crashed out ending</li> <li>• disaster films –focus group characters to appeal to audience, sacrificing oneself for others</li> <li>• coming of age films – conflict between teen(s) and adult, journey motif.</li> </ul> <p><b>Supporting evidence</b> from at least TWO media texts is given for EACH characteristic.</p> <p><u>Partial example for ONE characteristic:</u></p> <p><i>Futuristic settings in sci-fi films often show a future picture of our planet that is negative. Earth is often depicted as polluted and dangerous – a place where no food can grow, or full of violence between countries or gangs. The Matrix (1999), and Wall-E (2008) are both examples of this. In The Matrix, Morpheus describes the Earth of 2199 as a desert. The future Earth represented in Wall-E is covered in rubbish.</i></p>	<p><b>Explains</b> how AND / OR why TWO significant characteristics are used in a media genre.</p> <p><b>Supporting evidence</b> from at least TWO media texts and / or evidence from other sources is given for EACH characteristic.</p> <p><u>Partial example for ONE characteristic:</u></p> <p><i>A.I. ‘Artificial Intelligence’ is used in science fiction films to position viewers so that they feel sympathy or empathy for beings created by mankind through science. Wall-E (2007) is a kids’ film that has as its main character a robot created by humans to clean up the mess humanity had made of our planet. This means that lessons about sustainability and looking after our planet are made easy for young children to engage with.</i></p>	<p><b>Examines</b> an implication of EACH of the significant characteristics for the media genre. The implication may be an effect.</p> <p>An implication could include any of the following:</p> <ul style="list-style-type: none"> <li>• popularity</li> <li>• profit</li> <li>• representation</li> <li>• changing / mixing of the genre(s)</li> <li>• audience / fans.</li> </ul> <p><b>Supporting evidence</b> from at least TWO media texts and / or evidence from other sources is given for EACH characteristic.</p> <p><u>Partial example for ONE characteristic:</u></p> <p><i>The success of sci-fi films has meant that while futuristic technology is shown in great detail in these films, technology is also used in innovative ways to make each sci-fi film look futuristic. Metropolis (1927), used groundbreaking visual effects (called the Schüfftan Process), where mirrors were used to make it look like actors were actually inside miniature futuristic sets.</i></p> <p><i>This innovative use of technology to create believable futuristic settings highlights the tension we in modern society feel about our dependence on technology, and our fear that it might take us over. It is reflected in the film The Matrix (1999), which represents fears of western society at the end of the 20th century, when it was thought that the Y2K bug might wipe out global computer and telecommunications networks. Morpheus tells Neo: “Throughout our history, we have been dependant on machines to survive”.</i></p>

<b>N1</b>	<b>N2</b>	<b>A3</b>	<b>A4</b>	<b>M5</b>	<b>M6</b>	<b>E7</b>	<b>E8</b>
Partially describes TWO characteristics.  Shows little understanding of the characteristics of the chosen media genre.	Describes TWO characteristics.  Shows some understanding of the characteristics of the chosen media genre.	Describes TWO characteristics in some detail.  Shows understanding of the characteristics of the chosen media genre.  Provides sufficient relevant evidence.	Describes TWO characteristics in detail.  Shows understanding of the characteristics of the chosen media genre. May attempt to give reasons for their use in the genre, but these are oversimplified or weak. Provides sufficient relevant evidence.	Explains TWO characteristics in some detail.  Shows a sound understanding of the characteristics of the chosen media genre. Gives some reasoned explanation for their use in the genre. Provides detailed and relevant evidence.	Explains TWO characteristics in detail.  Shows a sound understanding of the characteristics of the chosen media genre. Gives reasoned explanation for their use in the genre. Provides detailed and relevant evidence.	Examines TWO characteristics. Likely consequence or conclusion drawn from evidence is valid.  Shows convincing understanding of the characteristics of the chosen media genre. Reasons given for their use are thoughtful. Provides detailed and judicious evidence.	Examines TWO characteristics in detail. Likely consequence or conclusion drawn from evidence, is valid, and at times, insightful.  Shows convincing understanding of the characteristics of the chosen media genre. Reasons given for their use are insightful. Provides detailed and judicious evidence.

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

### Judgement Statement

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