

Assessment Schedule – 2016

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

Evidence

Note: The issue or event must be occurring now, or have occurred within the past year, to be considered as current, and the candidate has either identified the statement responded to: 1, 2, 3, 4, 5, or 6; or made their selection evident in the answer.

Achievement	Achievement with Merit	Achievement with Excellence
<p>Describes, with supporting evidence, ONE aspect of how the chosen current issue or event was presented by the media. The aspect involved may be:</p> <ul style="list-style-type: none"> • depth and duration of coverage • placement, e.g. medium, location • style • mood (tone) • viewpoint (point of view) • selection and/or omission of viewpoints or material • source of material • any other specific aspect of the media treatment. <p>Includes supporting evidence for the aspect:</p> <ul style="list-style-type: none"> • headlines • quotes • descriptions of video sequences shots, photos, radio segments • layout, design, and placement details in magazines, newspapers, billboards, and web pages • statistics of coverage • use of colour and text • reference to the actions or press releases of particular media personalities • use of social networking sites/blogs, sound bites, and vox pops • repeated use of particular images or terminology • evidence relating to the omission of groups/ideas. 	<p>Explains TWO reasons why the media chose to present the current issue or event in that particular way. The reasons may relate to:</p> <ul style="list-style-type: none"> • news values • laws and/or regulations • professional practices • commercial considerations • political considerations • audience expectations. <p>The reasons should also explain why the way the media presented the current issue or event has this effect.</p> <p>Includes supporting evidence 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>Explains an effect of the way the media presented the current issue or event. The effect may relate to:</p> <ul style="list-style-type: none"> • public awareness • ownership • debate and discussion • forming of public opinion • changes in society • bias (reinforcing or challenging stereotypes and / or viewpoints) • representation and stereotyping. <p>Includes supporting evidence 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>

N1	N2	A3	A4	M5	M6	E7	E8
Partially describes ONE aspect. Shows little understanding of media coverage.	Describes ONE aspect. Shows some understanding of media coverage shown in description.	Describes ONE aspect in some detail. Shows an understanding of media coverage. Provides sufficient relevant evidence.	Describes ONE aspect in consistent detail. Shows some understanding of media coverage. May attempt to give reason(s) for this, but these are generalised or broad. Provides sufficient relevant evidence.	Explains ONE aspect in some detail. Shows a sound understanding of media coverage. Gives some sound reason(s) for coverage. Provides detailed and relevant evidence.	Explains ONE aspect in consistent detail. Shows a sound understanding of media coverage. Gives sound reason(s) for coverage. Provides detailed and relevant evidence.	Explains ONE aspect in detail, drawing valid conclusions from evidence. Likely effect drawn from evidence is valid. Shows convincing understanding of media coverage. Reason(s) given for the effect are thoughtful. Provides detailed and judicious evidence.	Explains ONE aspect in consistent detail. Likely effect drawn from evidence is valid and at times insightful. Shows convincing understanding of media coverage. Reason(s) given for the effect are insightful. Provides detailed and judicious evidence.

N0 = No response; no relevant evidence.

Cut Scores

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

Appendix – Partial sample answer material for Question 5: Discuss the different viewpoints of the media coverage of a current issue or event. Explain the effect of the issue or event being covered in this way.

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> • The candidate describes one aspect of the coverage of a current event or issue. • The candidate describes the aspect of the media coverage in detail, e.g.: <i>On June 17 2015, Dylann Roofe went into the EAME church in Carolina and shot nine people. This was reported on both FOX and Al Jazeera TV channels. Both channels showed different viewpoints on the shooting. FOX’s ‘breakfast-style’ show stated that it was a “horrible attack against faith”, suggesting a Christian viewpoint on the event. Al Jazeera had a news anchor report, with a black reporter on location. He said the Carolina police were looking for “a young white man in relation to a shooting in an historic black church. Police have ... no doubt this was a hate crime”, a viewpoint suggesting that there are race issues in America. Both channels show an agenda that targets a particular audience.</i> 	<ul style="list-style-type: none"> • The candidate explains one aspect of the coverage of a current event or issue, e.g.: <i>The statement “Police have ... no doubt this was a hate crime” reinforces Al Jazeera’s viewpoint that the USA is a country that has a race problem. FOX’s news coverage further reinforces the viewpoint that the attack was one aimed at Christians by interviewing a black preacher. The preacher promotes pastors carrying guns in churches to “protect their flock”. The fact the man is a church representative reinforces the idea it is a Christian-related crime, and the fact that he is black, but does not argue it is a race-related crime, further supports FOX’s viewpoint that it is an attack on Christians. Both news channels are presenting the viewpoint of their target audience, and provide a clear example of the ‘Klapper’ theory of reinforcement, that the viewers do not want new ideas, but prefer information to suit their viewpoint and bias. This way the channels keep their target audience.</i> 	<ul style="list-style-type: none"> • The candidate explains one aspect of the effect of the coverage of a current event or issue, e.g.: <i>This way the channels keep their target audience. This is because people are less likely to consume media from a source that does not support their own beliefs and opinions. For example, because FOX News targets a Christian audience, their agenda means they did not explore the idea there was a racial element in the shooting, despite Roofe allegedly leaving a note stating he wanted to “start a race war”. Al Jazeera ignored the gun law angle to the story and promoted the dangerous level of racial tension in the USA. This gatekeeping of information allows each channel to promote only their viewers’ viewpoint in their reporting. The effect for the news channels is that they maintain their viewership, and, in an expensive business, keep the bottom line healthy. This makes “news” less about news, and more about creating a comfort zone for their target audience where their pre-existing ideas, prejudices, and beliefs, will not be challenged. In order to escape our comfort zone, we must seek out multiple sources and be prepared to consider viewpoints different to our own.</i>