

Assessment Schedule – 2016

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

Evidence

Note: The candidate has either identified the statement responded to: 1, 2, or 3; or made their selection evident in the answer.

Achievement	Achievement with Merit	Achievement with Excellence
<p>Describes TWO significant characteristics of a media genre.</p> <p>Characteristics of a genre might be:</p> <ul style="list-style-type: none"> • disaster films – focus group characters to appeal to audience, sacrificing oneself for others • coming of age films – conflict between teen(s) and adult, journey motif • superhero films – superhero’s alter ego, the superhero’s back story • sitcoms – stock character of ‘the fish out of water’, the running joke. <p>Supporting evidence from at least TWO media texts is given for EACH characteristic.</p>	<p>Explains how and/or why TWO significant characteristics are used in a media genre.</p> <p>Supporting evidence from at least TWO media texts and/or evidence from other sources is given for EACH characteristic.</p>	<p>Examines an implication of the use of characteristics in a media genre.</p> <p>An implication could include any of the following:</p> <ul style="list-style-type: none"> • popularity • profit • representation • changing/mixing of the genre • audience/fans. <p>Supporting evidence from at least TWO media texts and/or evidence from other sources is given for EACH characteristic.</p>

N1	N2	A3	A4	M5	M6	E7	E8
Partially describes TWO characteristics.	Describes TWO characteristics.	Describes TWO characteristics in some detail.	Describes TWO characteristics in consistent detail.	Explains TWO characteristics in some detail.	Explains TWO characteristics in consistent detail.	Explains an effect of TWO characteristics. Likely consequence or conclusion drawn from evidence is valid.	Explains an effect of TWO characteristics in consistent detail. Likely consequence or conclusion drawn from evidence, is valid, and at times, insightful.
Shows little understanding of the characteristics of the chosen media genre.	Shows some understanding of the characteristics of the chosen media genre.	Shows understanding of the characteristics of the chosen media genre. Provides sufficient relevant evidence.	Shows understanding of the characteristics of the chosen media genre. May attempt to give reasons for their use in the genre, but these are generalised or broad. Provides sufficient relevant evidence.	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.	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.	Shows convincing understanding of the characteristics of the chosen media genre. Reasons given for their use are thoughtful. Provides detailed and judicious evidence.	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.

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 Q2: Discuss how TWO characteristics are typically used in a media genre.

Explain an effect of the characteristics being used in this way (*only ONE characteristic discussed*).

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> • The candidate describes the first characteristic: <i>The 'Lone Hero' is typically used in Westerns, as the protagonist for the action that takes place. He is often either a lawman, or an outsider, who has a job to right some wrong. For example, in John Ford's Stagecoach, The Ringo Kid (John Wayne) fights to protect the passengers despite being in custody ...</i> <p>The candidate then provides sufficient evidence from texts to support the description of the use in the genre.</p>	<ul style="list-style-type: none"> • The candidate explains how the first characteristic is used in the genre: <i>The 'Lone Hero' is typically used in Westerns because they represent the importance of the individual in American identity. The loner who has strong personal morals and always knows the difference between right and wrong was an example to the audience about what they should be themselves.</i> <p>The candidate then provides sufficient evidence from texts to support the explanation of the use in the genre.</p>	<ul style="list-style-type: none"> • The candidate explains the effect of the first characteristic: <i>While the early archetypal Western hero represented a strong, lone hero with a fixed personal moral code, over time he became a more flawed and morally ambiguous character. The 'ideal' American was not represented in the genre, but criticised by it.</i> <p>The candidate then provides sufficient, detailed evidence from texts to support the explanation of the effect on or for the genre.</p>