

Assessment Schedule – 2016

Media Studies: Demonstrate understanding of a relationship between a media genre and society (91493)

Evidence

Note: The candidate has either identified the statement they intend to respond to: 1, 2, 3, 4, 5, 6, 7, or 8; or made their selection evident in the answer. It is not necessary for the candidate to explicitly refer to media theory in their answer.

Achievement	Achievement with Merit	Achievement with Excellence
<p>The candidate explains a relationship between a media genre and society.</p> <p>For the chosen statement, the candidate:</p> <ul style="list-style-type: none"> explains the relationship between a media genre and society includes relevant, specific supporting detail from media text(s) and other sources. 	<p>The candidate analyses a relationship between a media genre and society by explaining its impact on the genre and / or society.</p> <p>For the chosen statement, the candidate:</p> <ul style="list-style-type: none"> explains the impact of this relationship on the chosen media genre and / or society includes relevant, specific supporting detail from media text(s) and other sources, consistently supporting their analysis. 	<p>The candidate evaluates the impact of a relationship between a media genre and society on the genre and / or society.</p> <p>For the chosen statement, the candidate:</p> <ul style="list-style-type: none"> makes a judgement or evaluation about the impact of the relationship between the chosen media genre and society on the genre and / or society constructs an argument deduced from textual evidence and discussion of the relationship covered, i.e. more than just a concluding statement integrates the material into a coherent response draws conclusions about the wider significance for the chosen media genre and / or society by including relevant, specific supporting detail from media text(s) and other sources relevant to the chosen genre throughout, consistently supporting their evaluation. <p><i>Evidence of perceptive understanding may come from:</i></p> <ul style="list-style-type: none"> the depth of the candidate's analysis the candidate's initial response to their chosen statement the strength of the candidate's conclusion.

N1	N2	A3	A4	M5	M6	E7	E8
Provides no explanation of the relationship between the chosen media genre and society.	Provides some explanation of the relationship between the chosen media genre and society.	Provides an explanation of the relationship between the chosen media genre and society.	Provides a detailed explanation of the relationship between the chosen media genre and society.	Analyses a relationship between the chosen media genre and society by explaining its impact on the genre and / or society.	Analyses a relationship between the chosen media genre and society by clearly explaining its impact on the genre and / or society.	Evaluates the impact of a relationship between the chosen media genre and society on the genre and / or society by drawing valid conclusions about the wider significance of the relationship between the media genre and society.	Evaluates the impact of a relationship between the chosen media genre and society on the genre and / or society by drawing insightful and convincing conclusions about the wider significance of the relationship between the media genre and society.
Uses minimal evidence.	Uses minimal evidence.	Uses relevant, specific supporting detail from media text(s) and other sources.	Uses relevant, specific supporting detail from media text(s) and other sources.	Uses relevant, specific supporting detail from media text(s) and other sources.	Uses relevant, specific supporting detail from media text(s) and other sources.	Uses relevant, specific supporting detail from media text(s) and other sources that clearly supports the discussion.	Uses relevant, specific supporting detail from media text(s) and other sources that clearly and consistently supports the discussion.

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 – Sample answer material (partial examples only)

Achievement	Achievement with Merit	Achievement with Excellence
<p>Statement 2: Genre warns us about the dangers of society Media genre: Dystopia Society: Post-9/11</p>		
<p>The candidate:</p> <ul style="list-style-type: none"> explains the relationship between dystopian texts and post-9/11 society, e.g.: <i>Key characteristics of any dystopia are that stories are often set in the near future, or alternative present, and touch on fears in our society such as posing the question “what if?” ... Post-9/11 filmmakers have utilised this genre to examine our current fears in society such as infection, infertility, artificial intelligence, overpopulation, our overreliance on technology, and our treatment of aliens or ‘others’. Examples include Ex Machina, Humans, Chappie, and Children of Men ...</i> links text to a serious issue, e.g.: <i>Ex Machina shows us the dangers of AI and how what we create may soon surpass our ability to control it ...</i> links text to a serious issue with further details, e.g.: <i>This idea is developed further in the TV series, Humans, where the creator had created consciousness in his machines ...</i> <i>Chappie asks us to question what can happen if these creations fall into the wrong hands ...</i> 	<p>The candidate:</p> <ul style="list-style-type: none"> explains the impact of this relationship on dystopian texts and post-9/11 society, e.g.: <i>The dystopian genre is a safe vehicle for exploring our fears.</i> <i>The focus of dystopian films on near present or alternative settings, enables the exploration of issues and ideas to be explored in a variety of believable situations or scenarios.</i> <i>This allows fears in society and criticisms of government regimes to be explored in ways that engage audiences more than perhaps documentary would, and can therefore be more effective in creating empathy and understanding between different races.</i> <i>This makes us question the role of science and technology.</i> <i>As technology develops, the filmmakers adapt the central concerns and storylines of the films to stay relevant, and provide social commentary on modern concerns.</i> <i>Elon Musk has called artificial intelligence the “biggest existential threat” to humanity, but also thinks the technology’s development is inevitable. “It’s definitely going to happen. So if it’s going to happen, what’s the best way for it to happen?”</i> <i>This threat to humanity can be seen in Ex Machina as ...</i> <i>The messages and central concerns resonate with issues of suppression and oppression in our society ... can help to empower audiences ...</i> 	<p>The candidate:</p> <ul style="list-style-type: none"> evaluates the impact of this relationship on dystopian texts and post-9/11 society, e.g.: <i>Dystopian is the fastest growing genre worth \$? because ... The dark storytelling has a silver lining at the box office ...</i> <i>There is a philosophical shift in dystopian films from science being beneficial to it being corrupted. The anxiety surrounding science and technology in these films evolved in response to society. The genre invites an examination of society’s morals, and for the audience to dispassionately reflect on the message of the film ... it can be seen as a ‘rhetorical’ genre that makes us look at the power of science, and poses universal questions about human morality.</i> <i>In a struggling economy, with bleak job market prospects, and with international disasters like war and terrorism, society has a pessimistic view of the future. According to the New York Daily News, the popularity of a certain genre is positively tied to our reality as a form of escape – the darker our reality is – the darker our escape takes form. Therefore, it becomes an escape for comfort, knowing that there is a dystopia that is worse than our reality.</i> <i>Ever since the 2008 global financial crisis, the appeal of dystopian literature – think near-future scenarios in which self-expression, privacy, freedom or humanity are at risk – has been steadily on the rise. Metaphorically then, dystopian has come to represent human fears of the way everything could be taken away in a single, unexpected moment.</i>

Dystopian fiction doesn't make people fear technology – technology makes people fear technology, and the problem doesn't lie in the stories we tell. It lies in our reality ...

It's important to note that positivity also happens in dystopia: take the cancer-defying medical equipment in Elysium, for example. Those stories are often more about how powerful people use tech to oppress others. This concept rings especially true in current times, with the high cost of some medicines.

There is a correlation between dystopian culture and society. It serves as a way to inform and take notice of what could happen to a society if certain aspects are not changed, or certain aspects are changed for the worse. Most often, it spikes in popularity after a natural disaster, war, or political issues strike a nation. It serves as a coping mechanism, and also as a guide for how to make a society successful and diplomatic, not totalitarian ... while others choose to ignore the warning signs ... Citizens as people need to be more empathic, not apathetic, towards others.

What unifies these stories is the idea that the end will come because of something humanity has done wrong. By this rationale, we have some measure of agency: if the apocalypse is brought about by human misbehaviour, it can be avoided by humanity behaving itself ... The genre aims to highlight issues in our society to create awareness ...

... Critic Liam Young stresses the importance of recognising that we don't passively receive our future – we have the power to shape it.

Dystopia is an extraordinary storytelling medium that can help the audience realise that we are active agents in shaping our own futures, rather than the victims of the default dystopias that often seem to be the modus operandi of future thinking.