

Assessment Schedule – 2017

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 sequence 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. Gives 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