

Assessment Schedule – 2017

Media Studies: Demonstrate understanding of the relationship between a media product and its audience (91248)

Evidence

| Achievement | Achievement with Merit | Achievement with Excellence |
|---|--|---|
| <p>Identifies a specific media product and its audience on the planning page, or anywhere within the answer.</p> <p>The candidate demonstrates understanding by using their chosen statement to:</p> <ul style="list-style-type: none"> • describe the relationship between the media product and its audience. <p>The description may include:</p> <ul style="list-style-type: none"> • any of the ways in which the media product (or its producers) and the audience interact, or form a relationship. <p>Description includes supporting evidence and links the product to its audience.</p> | <p>Explains how and /or why the relationship between a media product and its audience operates.</p> <p>The explanation could cover such things as:</p> <ul style="list-style-type: none"> • how and why techniques are used to identify and / or measure a media audience • how and why techniques are used to target a media audience • how and why other elements of the relationship operate. <p>Explanation includes supporting evidence from at least ONE media text and / or other relevant sources, and links the product to its audience.</p> | <p>Examines a consequence of the relationship between a media product and its audience.</p> <p>The examination of the consequence could cover such things as:</p> <ul style="list-style-type: none"> • the implications of the relationship itself, on the product, media audiences, other media, and /or wider society, or other relevant issues • the effectiveness of the relationship between the media product and its audience • evidence of insight or understanding of the complexities of the relationship • the nature of the relationship, examining wider issues such as competition, effects of globalisation and cross-media tie-ins, audience fragmentation, branding, societal concerns, new media. <p>Examination includes supporting evidence from relevant sources, and links to the relationship.</p> |

| N1 | N2 | A3 | A4 | M5 | M6 | E7 | E8 |
|---|---|---|---|---|--|---|--|
| <p>Demonstrates limited understanding of the relationship between a media product and its audience.</p> <p><i>OR:</i></p> <p>No specific media product and / or audience identified and described (e.g. magazines / teenagers).</p> | <p>Identifies a relationship (e.g. audience measurement), but does not describe the relationship between a specific media product and its audience.</p> <p><i>OR:</i></p> <p>Describes a media product and its audience in detail but without describing a relationship between the product and its audience.</p> | <p>Describes the relationship between a specific media product and its audience, with supporting evidence, but the description and / or evidence linking the audience to its product is limited.</p> <p>Uses a clear example to illustrate the relationship, but reference to this relationship is implied, rather than clearly stated.</p> | <p>Describes the relationship in detail, with detailed supporting evidence linking the audience to its product.</p> <p>Attempts some explanation of the relationship between the media product and its audience, but this is limited or generalised, and unsupported by evidence.</p> | <p>Explains how and / or why the relationship between the media product and its audience operates, with some supporting evidence, which links the target audience to the product.</p> | <p>Provides a detailed explanation of how and / or why the relationship between the media product and its audience operates, with detailed supporting evidence clearly linking the audience to the product.</p> <p>Attempts some discussion of a consequence of the relationship, but this is limited or generalised, and unsupported by evidence.</p> | <p>Examines a consequence of the relationship between a media product and its audience, with judicious supporting evidence.</p> | <p>Provides a detailed examination of a consequence of the relationship between a media product and its audience, with insightful supporting evidence.</p> |

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 |