

Assessment Schedule – 2021**Media Studies: Demonstrate understanding of an aspect of a media industry (91490)****Assessment Criteria**

Achievement	Achievement with Merit	Achievement with Excellence
<i>Demonstrate understanding</i> involves identifying an aspect of a media industry and explaining how and / or why this aspect operates in the industry.	<i>Demonstrate in-depth understanding</i> involves analysing an aspect of a media industry by explaining its impact on the industry and / or society. An impact may be social, cultural, political, historical, economic, technological, or ideological.	<i>Demonstrate perceptive understanding</i> involves evaluating the impact of an aspect of a media industry on the industry and / or society.

Cut Scores

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

Evidence

Note: The candidate has either identified the statement they intend to respond to: 1, 2, 3, or 4; or made their selection evident in the answer. Points cited below as evidence are indicative and not exclusive.

N1	N2	A3	A4	M5	M6	E7	E8
Attempts to demonstrate an understanding of an aspect of a media industry.	Shows some limited understanding of an aspect of a media industry.	Shows some understanding of an aspect of a media industry.	Shows a reasoned understanding of an aspect of a media industry.	Attempts an analytical understanding of an aspect of a media industry.	Shows an analytical understanding of an aspect of a media industry.	Shows an evaluative understanding of an aspect of a media industry.	Shows an evaluative and perceptive understanding of an aspect of a media industry.
	Identifies an aspect of the chosen media industry and attempts to explain how it operates in the industry.	Identifies an aspect of the chosen media industry and explains how it operates in the industry.	Identifies an aspect of the chosen media industry and explains in detail how it operates in the industry.	Shows a balanced understanding of the aspect and the industry.	Shows an in-depth understanding of the aspect and the industry (may attempt to present conclusions, though lacks perception).	Shows a perceptive understanding of the industry by drawing conclusions about the wider significance of the relationship.	Shows a perceptive and engaging understanding of the genre and the society by drawing convincing conclusions about the wider significance of the relationship.
	Develops a simple argument.	Develops an argument.	Develops a relevant argument by attempting to explain the impact of the aspect on the industry and / or society.	Explains the impact on the industry and / or society.	Explains in detail the impact on the industry and / or society and attempts some evaluation (may be limited or generalised).	Evaluates the impact on the industry and / or society (may include discussion of the extent of the impact).	Evaluates convincingly the impact on the chosen genre and / or society (may include discussion of the wider significance and / or complexities of the industry).
Demonstrates weaknesses in style and / or organisation.	Focuses on a history of the industry rather than how the aspect operates.	Focuses mainly on a history of the industry rather than how the aspect operates.	Focuses the discussion on the aspect rather than the industry as a whole to address the statement clearly.	Focuses the discussion on the aspect rather than the industry as a whole to address the statement throughout.	Focuses on the industry aspect using a case study(ies) to support discussion and address the statement confidently.	Focuses on the industry aspect integrating a case study(ies) to support discussion and address the statement consistently.	Focuses on the industry aspect consistently integrating case study(ies) to support discussion and address the statement perceptively.
Includes little direct evidence relevant to the discussion.	Includes some evidence relevant to the discussion.	Supports the discussion with detailed evidence from media sources.	Supports the discussion with appropriate evidence from media sources.	Uses relevant, specific detail from media sources and / or other sources that supports the discussion.	Uses relevant, specific detail from media sources and / or other sources that supports the discussion (may include references to specific articles and / or media theory).	Uses relevant, specific detail from media and other sources that clearly supports the discussion (may include references to specific articles and / or media theory).	Uses relevant, specific detail from media and other sources that clearly and consistently supports the discussion (may include references to specific articles and / or media theory).
Does not address the chosen statement.	Attempts to address the chosen statement.	Addresses the chosen statement.	Addresses the chosen statement throughout the response (may only be in the introduction and the conclusion).	Addresses the chosen statement throughout the response.	Interrogates the chosen statement throughout most of the response, with some nuance.	Interrogates the chosen statement generally throughout the response, with nuance.	Interrogates the chosen statement throughout the response, with nuance.

N0 = No response; no relevant evidence.