

**Assessment Schedule – 2023**

**Media Studies: Demonstrate understanding of an aspect of a media industry (91490)**

**Assessment Criteria**

<b>Achievement</b>	<b>Achievement with Merit</b>	<b>Achievement with Excellence</b>
<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**

<b>Not Achieved</b>	<b>Achievement</b>	<b>Achievement with Merit</b>	<b>Achievement with Excellence</b>
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
<p><b>Attempts to demonstrate</b> an understanding of an aspect of a media industry.</p> <p>Includes <b>little</b> direct evidence relevant to the discussion.</p>	<p>Identifies an aspect of the chosen media industry and <b>attempts to explain</b> how it operates in the industry.</p> <p>Includes <b>some</b> evidence relevant to the discussion.</p>	<p>Identifies an aspect of the chosen media industry and <b>explains</b> how it operates in the industry.</p> <p>Uses <b>general</b> primary and secondary evidence from a range of sources, such as articles, media criticism, and / or theory, to support the discussion.</p> <p>Addresses the chosen statement <b>some</b> of the time (may be only in the introduction and the conclusion).</p>	<p>Identifies an aspect of the chosen media industry and <b>explains in detail</b> how it operates in the industry.</p> <p><b>Attempts to explain</b> the impact of the aspect on the industry and / or society.</p> <p>Uses <b>detailed and appropriate</b> primary and secondary evidence from a range of sources, such as articles, media criticism, and / or theory, to support the discussion.</p> <p>Addresses the chosen statement <b>generally</b> throughout the response.</p>	<p>Shows an <b>in-depth</b> understanding of how the chosen aspect operates within the industry.</p> <p><b>Explains</b> the impact on the industry and / or society.</p> <p>Uses <b>detailed and relevant</b> primary and secondary evidence from a range of sources, such as articles, media criticism, and / or theory, to support the discussion.</p> <p>Addresses the chosen statement throughout the response.</p>	<p>Shows an in-depth understanding of how the chosen aspect operates within the industry (may attempt to present conclusions, though lacks perception).</p> <p><b>Explains in detail</b> the impact on the industry and / or society and attempts some evaluation (may be limited or generalised).</p> <p>Uses <b>detailed and relevant</b> primary and secondary evidence from a range of sources, such as articles, media criticism, and / or theory, to clearly support the discussion.</p> <p>Addresses the chosen statement throughout most of the response, with <b>some</b> nuance.</p>	<p>Shows a <b>perceptive</b> understanding of how the chosen aspect operates within the industry by drawing conclusions about the wider significance of the aspect.</p> <p><b>Evaluates</b> the impact on the industry and / or society (may include discussion of the extent of the impact).</p> <p>Uses <b>relevant, insightful</b> detail from a range of primary and secondary sources, such as articles, media criticism, and / or theory, to clearly support the discussion.</p> <p>Interrogates the chosen statement <b>generally</b> throughout the response, with nuance.</p>	<p>Shows a <b>perceptive and engaging</b> understanding of how the chosen aspect operates within the industry and society by drawing convincing conclusions about the wider significance of the aspect.</p> <p><b>Evaluates convincingly</b> the impact on the chosen genre and / or society (may include discussion of the wider significance and / or complexities of the industry).</p> <p>Uses <b>relevant, insightful</b> detail from a range of primary and secondary sources, such as articles, media criticism, and / or theory, to clearly support the discussion.</p> <p>Interrogates the chosen statement throughout the response, with nuance.</p>

**N0** = No response; no relevant evidence.