

Assessment Schedule – 2025

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, 4, or 5; 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>Attempts to demonstrate an understanding of an aspect of a media industry.</p> <p>Includes little direct evidence relevant to the discussion.</p>	<p>Identifies an aspect of the chosen media industry and attempts to explain how it operates in the industry.</p> <p>Includes some evidence relevant to the discussion.</p>	<p>Identifies an aspect of the chosen media industry and explains how it operates in the industry.</p> <p>Uses general evidence from a range of sources, such as articles, media criticism, and / or theory, to support the discussion.</p> <p>Addresses the chosen statement some of the time (may be only in the introduction and the conclusion).</p>	<p>Identifies an aspect of the chosen media industry and explains in detail how it operates in the industry.</p> <p>Attempts to explain the impact of the aspect on the industry and / or society.</p> <p>Uses detailed and appropriate evidence from a range of sources, such as articles, media criticism, and / or theory, to support the discussion.</p> <p>Addresses the chosen statement generally throughout the response.</p>	<p>Shows an in-depth understanding of how the chosen aspect operates in the industry.</p> <p>Explains the impact on the industry and / or society.</p> <p>Uses detailed and relevant 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 in the industry (may attempt to present conclusions, though lacks perception).</p> <p>Explains in detail the impact on the industry and / or society and attempts some evaluation (may be limited or generalised).</p> <p>Uses detailed and relevant 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 some nuance.</p>	<p>Shows a perceptive understanding of how the chosen aspect operates in the industry by drawing conclusions about the wider significance of the aspect.</p> <p>Evaluates the impact on the industry and / or society (may include discussion of the extent of the impact).</p> <p>Uses relevant, insightful 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 generally throughout the response, with nuance.</p>	<p>Shows a perceptive and engaging understanding of how the chosen aspect operates in the industry and society by drawing convincing conclusions about the wider significance of the aspect.</p> <p>Evaluates convincingly the impact on the chosen industry and / or society (may include discussion of the wider significance and / or complexities of the industry).</p> <p>Uses relevant, insightful 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.