



# MEDIA STUDIES

EXAM BOARD: EDUQAS

	<b>SKILL: DEMONSTRATE KNOWLEDGE AND UNDERSTANDING (AO1)</b> <i>Demonstrate knowledge and understanding of:</i> <ul style="list-style-type: none"> <li>• The theoretical framework of media</li> <li>• Contexts of media and their influence on media products and processes</li> </ul>	<b>SKILL: ANALYSE MEDIA PRODUCTS (AO2)</b> <i>Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions</i>	<b>SKILL: CREATE MEDIA PRODUCTS (AO3)</b> <i>Create media products for an intended audience, by applying knowledge and understanding of the theoretical framework of media to communicate meaning</i>
+ 9 -	<ul style="list-style-type: none"> <li>• Critical, exploratory, conceptualised response with thorough and highly appropriate reference to media product(s) and the theoretical framework to support points.</li> <li>• Sustains, detailed and accurate knowledge and understanding of the influence of social context on media product(s) with highly appropriate links made between relevant contexts and specific aspects of the media product(s).</li> <li>• Well-developed, detailed and accurate knowledge and understanding of regulation and industry with a sustained understanding of the importance of relevant media technologies.</li> <li>• Thoughtful, detailed and accurate knowledge of audiences in relation to media product(s) with a thorough understanding of how and why they are used.</li> <li>• Detailed and accurate reference to subject specific theory with highly appropriate use of subject specific terminology.</li> </ul>	<ul style="list-style-type: none"> <li>• Critical, exploratory, conceptualised analysis of media products and the context in which they were made.</li> <li>• Sustains a convincing, informed response to explicit, implicit and subtle meanings.</li> <li>• Engages fully with complex aspects of representation/audience/ context.</li> <li>• Well-reasoned judgements and conclusions made with fully supported critical analysis.</li> <li>• Detailed and appropriate comparisons made between media products.</li> <li>• Use thoughtful and well-integrated textual analysis to relevant theoretical perspectives.</li> <li>• Highly appropriate use of subject specific terminology.</li> </ul>	<ul style="list-style-type: none"> <li>• An excellent, detailed statement of consistently relevant aims which clearly responds to the brief and targets the intended audience.</li> <li>• An excellent realisation of the brief that uses conventions relevant to the chosen form or genre consistently.</li> <li>• An excellent use of media language in the product to communicate meanings in a complex way, such as through intertextuality and a purposeful control of connotations, and to construct points of view.</li> </ul>
+ 8 -	<ul style="list-style-type: none"> <li>• Sustains an informed and accurate understanding of the influence of social context on media product(s) with highly appropriate links made between relevant contexts and specific aspects of the media product(s).</li> <li>• Well-developed accurate knowledge and understanding of genre, regulation and industry with a sustained understanding of the importance of relevant media technologies.</li> <li>• Detailed and accurate knowledge of audiences in relation to media product(s) with a thorough understanding of how and why they are used.</li> <li>• Detailed and accurate reference to subject specific theory with highly appropriate use of subject specific terminology.</li> </ul>	<ul style="list-style-type: none"> <li>• Sustain a convincing, informed personal response to explicit and implicit meanings of media products and the context in which they were made.</li> <li>• Engages fully with complex aspects of representation/audience/ context.</li> <li>• Well-reasoned judgements and conclusions made with fully supported analysis.</li> <li>• Detailed and appropriate comparisons made between media products.</li> <li>• Consistently appropriate use of subject specific terminology, including possible reference to relevant theoretical perspectives.</li> </ul>	<ul style="list-style-type: none"> <li>• The aims demonstrate a plan for a consistent use of appropriate conventions and purposeful representations.</li> <li>• An excellent realisation of the brief that is likely to consistently engage the intended audience through a mode of address which is highly appropriate.</li> <li>• An excellent product that constructs a very effective narrative or design (as appropriate).</li> </ul>



# Subject Assessment Grid

<p>+ 7 -</p>	<ul style="list-style-type: none"> <li>• Show an informed and knowledgeable understanding of the influence of social context on media product(s) making appropriate references.</li> <li>• Create an informed detailed analysis of genre, making appropriate judgements and conclusions regarding conforming and subverting stereotypes/conventions/narrative.</li> <li>• Have accurate knowledge and understanding of the importance of media technologies and audience in relation to the media product(s) and how and why they are used.</li> <li>• Accurate knowledge and understanding of regulation and industry.</li> <li>• Makes reasoned judgements and conclusions with secure reference to the media product(s) to support points made and accurate reference to subject specific theory.</li> <li>• Appropriate use of subject specific terminology.</li> </ul>	<ul style="list-style-type: none"> <li>• Create an informed and detailed analysis to explicit and implicit meaning of media products and specific elements with a developed understanding of context.</li> <li>• Engage with complex aspects of representation/audience.</li> <li>• Makes reasoned judgements and conclusions looking at both similarities and differences.</li> <li>• Appropriate use of subject specific terminology.</li> </ul>	<ul style="list-style-type: none"> <li>• A good, reasonably detailed statement of relevant aims which responds to the brief and targets the intended audience.</li> <li>• A good realisation of the brief that use conventions generally relevant to the chosen form or genre.</li> <li>• A good use of media language in the product to communicate meanings in a reasonably complex way, with a good control of connotations, and to imply points of view, not always intentionally.</li> </ul>
<p>+ 6 -</p>	<ul style="list-style-type: none"> <li>• Develop a coherent analysis of the influence of social context on media product(s).</li> <li>• Develop an engaged response to genre, with appropriate judgements and conclusions regarding conforming and subverting stereotypes/conventions.</li> <li>• Make reasoned judgements on the importance of media technologies, audience, regulation and industry.</li> <li>• Makes reasoned judgements and conclusions with reference to subject specific theory.</li> <li>• Appropriate use of subject specific terminology.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a coherent and detailed analysis to explicit and implicit meaning of media products and specific elements with a clear understanding of context.</li> <li>• Develop an engaged response to complex aspects of representation/audience.</li> <li>• Makes reasoned judgements and conclusions.</li> <li>• Appropriate use of subject specific terminology.</li> </ul>	<ul style="list-style-type: none"> <li>• The aims demonstrate a plan for a reasonably consistent use of appropriate conventions and generally purposeful representations.</li> <li>• A good realisation of the brief that is likely to engage the intended audience through a mode of address which is appropriate.</li> <li>• A good product that constructs an effective narrative or design (as appropriate).</li> </ul>
<p>+ 5 -</p>	<ul style="list-style-type: none"> <li>• Develop a coherent and engaged response to the influence of social context with some reference to media product(s).</li> <li>• Clear understanding and knowledge of genre, audience, regulation, media technologies and industry.</li> <li>• Appropriate reference to the set product to support points made.</li> <li>• Generally appropriate use of subject specific terminology.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a coherent and engaged response to explicit and implicit connotations of media product with reference to context.</li> <li>• Develop a clear understanding of the way in which representation/audience is constructed and understood.</li> <li>• Clear comparison made between media products.</li> <li>• Reasoned judgements and conclusions made with textual references made to support points.</li> <li>• Generally appropriate subject terminology used.</li> </ul>	<ul style="list-style-type: none"> <li>• A satisfactory statement of aims which respond to the brief and demonstrate a satisfactory targeting of the intended audience.</li> <li>• A satisfactory realisation of the brief that uses conventions relevant to the chosen form or genre inconsistently.</li> <li>• A satisfactory use of media language in the product to communicate meanings in an uncomplicated way, with only occasional control of connotations.</li> </ul>



# Subject Assessment Grid

+ 4 -	<ul style="list-style-type: none"> <li>Develop a mostly engaged response to the influence of social context with some reference to media product(s).</li> <li>Generally accurate knowledge of genre, audience, regulation, media technologies and industry.</li> <li>Clear reference to the set product to support points made.</li> <li>Generally appropriate use of subject specific terminology.</li> </ul>	<ul style="list-style-type: none"> <li>Develop a mostly engaged response to media product with a general focus on the connotations or intended meaning.</li> <li>Develop a clear understanding of representation/audience/context.</li> <li>Clear comparison made between media products.</li> <li>Reasoned judgements and conclusions made.</li> <li>Generally appropriate subject terminology used.</li> </ul>	<ul style="list-style-type: none"> <li>The aims demonstrate a plan for a use of generally appropriate conventions and representations.</li> <li>A satisfactory realisation of the brief that is likely to engage the intended audience through a mode of address which is generally appropriate.</li> <li>A satisfactory product that constructs a satisfactory narrative or design (as appropriate).</li> </ul>
+ 3 -	<ul style="list-style-type: none"> <li>Basic knowledge of social context with some understanding of the influence of social context on media product(s).</li> <li>Basic knowledge of genre, audience, regulation, media technologies and industry in relation to the set product.</li> <li>Some reference to the set product to support points made.</li> <li>Basic use of subject specific theory and subject specific terminology.</li> </ul>	<ul style="list-style-type: none"> <li>Basic analysis of media product with some focus on the connotations or intended meanings.</li> <li>Some focus on the obvious aspects of representation/audience.</li> <li>Some basic comparison of media products made</li> <li>Some basic links made to context.</li> <li>Some basic judgements and conclusions are made but may not be explained.</li> <li>Basic use of subject specific terminology.</li> </ul>	<ul style="list-style-type: none"> <li>A basic statement of aims which are not always relevant and which inconsistently respond to the brief and inconsistently reach the intended audience.</li> <li>A basic realisation of the brief that uses conventions only occasionally relevant to the chosen form or genre.</li> <li>A basic use of media language in the product to communicate basic meanings, with little awareness of connotations.</li> </ul>
+ 2 -	<ul style="list-style-type: none"> <li>Brief and straightforward description of how media product is made.</li> <li>Brief and straightforward links made between relevant context and specific aspects of the set.</li> <li>Some simple understanding of media technologies and industry with some reference to their importance.</li> </ul>	<ul style="list-style-type: none"> <li>Brief and straightforward description of media product is made.</li> <li>Make general references to obvious details of texts.</li> </ul>	<ul style="list-style-type: none"> <li>The aims demonstrate a basic plan for a use of conventions and representations, which are not always appropriate.</li> <li>A basic realisation of the brief that is likely to engage the intended audience only occasionally through a mode of address which is inconsistent or not fully appropriate to the audience.</li> <li>A basic product which constructs a basic narrative or design (as appropriate).</li> </ul>
+ 1 -	<ul style="list-style-type: none"> <li>Some simple understanding of media product with brief, basic links to social context.</li> <li>Some simple understanding of media technologies and industry.</li> </ul>	<ul style="list-style-type: none"> <li>Some simple understanding of media product is referred to with brief, basic descriptions.</li> </ul>	<ul style="list-style-type: none"> <li>A minimal statement of aims which demonstrates little sense of responding to the brief or reaching the intended audience.</li> <li>A minimal realisation of the brief, with minimal use of relevant conventions.</li> <li>A minimal use of media language in the product to communicate extremely limited meanings.</li> </ul>
+ WT -	The student is currently working towards a grade in this skill.	The student is currently working towards a grade in this skill.	The student is currently working towards a grade in this skill.