

Assessment Schedule – 2013

Media Studies: Demonstrate understanding of an aspect of a media genre (91251)

Evidence Statement

Note: The candidate should have identified the question responded to: 1, 2, or 3; or their selection must be evident in the answer.

Expected Coverage	Achievement	Achievement with Merit	Achievement with Excellence
<p>The candidate selects ONE of the questions and:</p> <ul style="list-style-type: none"> describes an aspect of the media genre (the aspect includes ONE of: <ul style="list-style-type: none"> a change in the media genre audience expectations and / or response to the genre the influence of commercial considerations of the genre) explains how OR why the aspect has occurred / has an impact on the media genre examines the implication(s) and / or effect(s) of the aspect for the media genre includes supporting evidence from at least TWO media texts and / or evidence from other sources. 	<p>Describes a specific aspect of the media genre.</p> <p>Descriptions are supported by evidence from at least TWO media texts and / or other sources.</p>	<p>Gives a reasoned explanation of an aspect of the media genre, ie how OR why the aspect has occurred / has an impact on the media genre.</p> <p>The explanation of the aspect can be seen in ONE of the following ways:</p> <ul style="list-style-type: none"> how and/or why changes in the media genre have occurred how and/or why audience expectations and/or response to the media genre exist, or have developed how and/or why commercial considerations influence the media genre. <p>Explanations are supported by evidence from at least TWO media texts and / or other sources.</p> <p><i>Note: If the explanation is integrated within the description, then the examples used can count as evidence for BOTH the description and explanation, ie the candidate does not need to include evidence of additional texts to achieve Merit.</i></p>	<p>Examines possible implication(s) and / or effect(s) of an aspect.</p> <p>The implication(s) could be about such things as the effect of the aspect on the genre itself, media audiences, other media, and / or wider society, or other issues relevant to the genre chosen.</p> <p>The examination can be stated as:</p> <ul style="list-style-type: none"> a broad generalisation, providing it is drawing a conclusion about an earlier explanation that is well supported by detail a comparison with other genres or media forms, eg with new evidence a conclusion that shows evidence of insight or understanding of the complexities within the aspect.

Question 2: Audience expectations and / or response to the genre

	<p><u>Partial example (ONE text only):</u></p> <p><i>Audience expectation is a critical part of the 'superhero' film genre, a genre which combines the physical excitement of chase scenes from the action' genre with that of 'sci-fi / fantasy' elements such as advanced technology and enhanced body powers. This genre's main target audience is males, especially from 12 years and upwards. They have really appealed to this audience, with 6 of the top 12 opening weekend box office successes in the USA coming from this genre, including The Dark Knight (Batman), Marvel's The Avengers (which made \$207 million on opening weekend), and Spider-Man 3.</i></p> <p><i>The expectation of this audience is for lots of action, noisy chase / fight scenes, and a superhero that uses their power and fantastic equipment to rescue the world (or some part of it), by fighting the 'baddies'. You can see this in countless examples of the genre, eg Iron Man 2 and The Dark Knight.</i></p> <p><i>In Iron Man 2, the superhero is Tony Stark played by Robert Downey Jr. Even when he is not dressed up in his fantastical iron costumes that wrap around him, he is surrounded by futuristic equipment in his rooftop hideaway, where he is constantly developing new and specialised equipment and weapons.</i></p> <p><i>One classic hero moment that appeals to the male audience is Iron Man and War Machine (his sidekick) being</i></p>	<p><u>Partial example (ONE text only):</u></p> <p><i>For many young (and older) males, the expectation of lots of action comes from their desire to escape into a fantasy world that has been generated by games, reading, and play from childhood.</i></p> <p><i>For American audiences, and most western audiences, the characters of Superman, Batman, Spiderman, and Iron Man, are familiar from comics, cartoons, action figure play, and, increasingly, digital games. Iron Man for example (as seen in Iron Man 1, 2, and 3), and The Avengers, shows a character from the Marvel comics in the 1960s, part of the Avengers, a group of superheroes. In such forms, anything is possible, the characters can do so much more than ordinary people such as those in the audience.</i></p> <p><i>Many of the male viewers have already played out these action sequences on Iron Man video games or with Hasbro Action figures. This is part of the genre's appeal, these familiar characters of childhood, and this has a real influence on the genre.</i></p> <p><i>The characters are now increasingly suited up in intense 'metal-like' costumes, to match the Hasbro and comic figures. In Iron Man, the suits worn were often only the head, chest, or arms, and all the rest were generated by CGI techniques, to create the Iron Man costume.</i></p> <p><i>Audiences want the characters to look and act like those they are familiar with</i></p>	<p><u>Partial example:</u></p> <p><i>There is no doubting the appeal of 'superhero' films. For many Hollywood studios they are the choice for the blockbuster genre and many do bring in enormous returns. They obviously do tap into a desire many have to see evil defeated and good restored in society. The latest Iron Man 3 promos show Tony Stark standing, warrior-like, in front of his armoury of metal suits, ready to put them on and fight to achieve the defeat of evil. The hero defeats evil yet again!!! Just like in the comic books, or when we play games as children.</i></p> <p><i>However, the narratives are deeply conservative, and often give simplistic responses to life-threatening issues. Evil is to be defeated only by superhuman forces / force or firepower, and not by negotiation or regulation.</i></p> <p><i>The film-maker David Cronenberg has criticised the 'superhero' genre, saying that although he understands their appeal because they are based on comic book characters, they "are created for adolescents and are adolescent in their content".</i></p> <p><i>His criticism is that they are not artistically challenging or interesting, although they have had an enormous amount of money and technical expertise poured into them.</i></p> <p><i>In the end, the "superhero good defeats evil" narrative is extremely limited and will make for even more repetitions of the same story line. The danger is that</i></p>
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	<i>attacked by the hammer drones (evil robots). Iron Man jokes that “this is the killing place”, and next the hammer drones drop in, one by one, surrounding them. The fight scene that follows has lots of noisy gun action and SGI effects as Tony Stark saves War Machine, by using his high-powered weaponry. Lots of very brief montage-like shots of the fight scene and a camera that moves around the action, make this very crazy. You can hardly see what is going on, until the two of them are standing there, with the drones defeated. This is typical of the action we see in this type of genre ...</i>	<i>from childhood.</i>	<i>remakes and rehashes of the same stories (Spider-Man yet again?) will exhaust the audience in the same way as westerns did 20 years ago.</i>
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Not Achieved	N0	No response; no relevant evidence.
	N1	Limited understanding of an aspect of the media genre. <i>OR:</i> Specific examples from texts are lacking.
	N2	Describes an aspect of the media genre, but gives examples from only ONE text. <i>OR:</i> Describes the media genre and offers examples, but shows a limited understanding of the aspect.
Achievement	A3	<i>EITHER:</i> Describes an aspect of the media genre, with supporting detail from TWO texts, but the description is weak. <i>OR:</i> Describes an aspect of the media genre, but ONE example of the two used is very weak.
	A4	Describes an aspect of the media genre, with supporting detail from TWO or more relevant texts.
Merit	M5	Explains an aspect of the media genre, with supporting detail from TWO or more relevant texts.
	M6	Explains, in detail, an aspect of the media genre, with supporting detail from TWO or more relevant texts.
Excellence	E7	Examines the implication(s) and / or effect(s) of an aspect of the media genre.
	E8	Examines the implication(s) and / or effect(s) of an aspect of the media genre, integrating specific examples or evidence, or realises the complexities of the aspect.

Judgement Statement

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