

Assessment Schedule – 2016

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

Evidence

Note: The candidate has either identified the statement responded to: 1, 2, 3, 4, 5, or 6; or made their selection evident in the answer.

Achievement	Achievement with Merit	Achievement with Excellence
<p>Identifies a specific media genre (a group of media texts categorised through their commonly shared features).</p> <p>Examples of genres include, but are not limited to:</p> <ul style="list-style-type: none"> • teenage magazines (print) • western movies (film) • documentaries (film or television) • soaps (television) • breakfast shows (radio). <p>Describes a specific aspect of a chosen media genre.</p> <p>Descriptions include supporting detail from at least TWO media texts and / or evidence from other sources. (The details must be relevant to the chosen media genre and aspect.)</p>	<p>Provides a detailed explanation of an aspect of the media genre, i.e. how and / or why the aspect has an impact on the media genre.</p> <p>The explanation of the aspect is relevant to the chosen statement, e.g.:</p> <ul style="list-style-type: none"> • how and / or why changes in the media genre have occurred (Statements 1 and 5) • how and / or why audience expectations and / or response to the media genre exist, or have developed (Statements 3 and 6) • how and / or why commercial considerations influence the media genre (Statements 2 and 4). <p>Explanations include supporting detail from at least TWO media texts and / or evidence from 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, i.e. the candidate does not need to include evidence of additional texts to achieve Merit.</i></p>	<p>Examines the likely implication(s) of the aspect and draws a conclusion(s) based on the evidence.</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, e.g. with new evidence • a conclusion that shows evidence of insight or understanding of the complexities within the aspect. <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, aspect, and statement chosen.</p> <p>The candidate may show evidence of insight or understanding of the complexities of the relationship.</p>

N1	N2	A3	A4	M5	M6	E7	E8
<p><i>EITHER:</i> Shows limited understanding of an aspect of the media genre.</p> <p><i>OR:</i> Genre not apparent.</p> <p><i>OR:</i> Specific examples from texts are lacking.</p>	<p><i>EITHER:</i> Describes an aspect of the media genre, but the description is limited.</p> <p><i>OR:</i> Gives examples from only ONE text.</p>	<p><i>EITHER:</i> Describes an aspect of the media genre, with supporting detail from TWO texts, but the description is limited.</p> <p><i>OR:</i> Describes an aspect of the media genre, but ONE example of the two used is described in less detail.</p>	<p>Describes an aspect of the media genre, with supporting detail from TWO or more relevant texts.</p>	<p>Explains how and / or why an aspect of the media genre has an impact on the genre, with supporting detail from TWO or more relevant texts.</p> <p>Explanation in part may be weak, but is supported by detailed examples.</p>	<p>Explains, in detail, an aspect of the media genre and its impact on the genre, with supporting detail from TWO or more relevant texts.</p>	<p>Examines the implication(s) of an aspect of the media genre, and draws a conclusion(s) based on the evidence.</p>	<p>Examines the implication(s) of an aspect of the media genre, and draws conclusions based on the evidence.</p> <p>The examination integrates specific examples and / or evidence, or realises the complexities of the aspect.</p>

N0 = No response; no relevant evidence.

Cut Scores

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

Appendix – Sample answer material (partial examples only)

Achievement	Achievement with Merit	Achievement with Excellence
Statement 1: Audience expectation has a significant impact on a media genre. Media genre: Dystopia		
<p>The candidate describes an aspect of the media genre.</p> <p>The aspect includes ONE of:</p> <ul style="list-style-type: none"> • a change in the media genre (e.g. development of sub-genre, changes in the use of features) • audience expectations and / or response to the genre • the influence of commercial considerations of the genre. <p>The candidate describes the development of dystopian sci-fi, using examples, e.g.:</p> <p><i>The close link between the dystopian genre and the audience response can be seen in the popular TV series 'The 100', which addresses issues of disillusionment and survival. ...</i></p> <p><i>The audience response to the film impacted hugely on the success of the TV series because it plays out the audience's fascination with different futuristic possibilities. ...</i></p> <p><i>This TV series is successful with audiences who love the fact that their hero can save the world.</i></p>	<p>The candidate explains how and / or why the aspect has an impact on the media genre.</p> <p>The candidate explains how and / or why this aspect impacted on the genre of dystopian sci-fi, using examples, e.g.:</p> <p><i>The impact is that it can be a call for people to look at themselves and to take control of their own lives. We see the dystopian genre used as a tool to promote causes in society such as the representation of minority groups, because it shows how even the minority can fight the masses. It gives society hope that even if you are part of the minority, it just takes persistence and strength to keep going for what you are fighting for. ...</i></p> <p><i>The rise of third-wave feminism has influenced the genre by ...</i></p>	<p>The candidate examines the likely implication(s) of the aspect and draws a conclusion(s) based on supporting detail from at least TWO media texts and / or evidence from other sources.</p> <p>The candidate discusses the implications of the development for the dystopian film genre. In this case, aesthetic, socio-political, economic factors, could all be discussed, e.g.:</p> <p><i>... The implications of this were huge ...</i></p> <p><i>Research has shown that over 55% of movie-goers are female, and 25% are female teens, making this demographic a lucrative group to target as they have a high disposable income and enjoy watching females cast as super resilient action heroes, who don't need a man to save them.</i></p> <p><i>The rise of female fandom for dystopian films has meant that the audience appeal has widened to more teenage girls watching these films.</i></p> <p><i>The rise of female protagonists makes the female audience feel empowered that they too could have agency like Rey or Katniss. ...</i></p> <p><i>An example of this can be seen in recent protests in Thailand through an iconic image of two girls expressing their defiance against the Thai military regime by holding up 'The Hunger Games' three finger salute. ...</i></p> <p><i>This is a successful formula, with films like 'Star Wars' grossing over \$2 billion in international box office sales. 'The Hunger Games' followed with \$286 million.</i></p> <p><i>Taking advantage of this popularity, and to further maximise profits, producers develop sequels, e.g. 'The Hunger Games', 'The Divergent Series', and</i></p>

		<p><i>'Maze Runner'. However, this formula is now tired and overused, resulting in a decline in the popularity of these films, with the third installment of 'The Divergent Series' going straight to DVD. ...</i></p> <p><i>The issue for producers now is how to keep this fanbase by producing quality, original content. ...</i></p> <p><i>Lucasfilm Chief, Kathleen Kennedy, has told media that she is committed to make the face of the upcoming 'Star Wars' films diverse, and she also mentioned wanting there to be diversity behind the camera. ...</i></p>
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