



Media Studies GCSE: Level Descriptors (Assignments)

High Achievers (A/A*)

Knowledge and Understanding (12/60)

- Sophisticated and comprehensive
- Technical terminology
- Excellent understanding of institutional issues
- Assesses the way media impacts on people's lives
- Clear organisation and accurate communication

Analysis and Interpretation (24/60)

- Confident analysis of a range of media texts
- Detailed consideration of representation
- Detailed consideration of audience consumption

Production Skills (24/60)

- A range of media skills demonstrated to a high degree of competence
- Flair, creativity and imagination
- Clear evidence of planning for the process of production

Middle Achievers (around C)

Knowledge and Understanding (12/60)

- Clear grasp of theory
- Some appropriate technical terminology
- Understanding of institutional issues
- Awareness of the impact of the media on people's lives
- Reasonably secure communication

Analysis and Interpretation (24/60)

- Analysis of a range of media texts
- Issue of representation is identified
- Issue of the role of audience in the consumption of media texts is identified

Production Skills (24/60)

- Appropriate media skill
- The function of the product is clear
- A range of pre-production tasks undertaken



Media Studies GCSE: Level Descriptors (Production)

High Achievers (A/A*)

Knowledge and Understanding (12/60)

- Technical terminology in discussing concepts and the production
- Clear understanding of how conditions of production affect the media product
- Excellent understanding of institutional issues
- Clear organisation and accurate communication

Analysis and Interpretation (12/60)

- Sophisticated evaluation of forms and conventions, representation and relationship with target audience
- Sophisticated awareness of the theoretical understanding gained through production work

Production Skills (36/60)

- A range of media skills demonstrated to a high degree of competence
- Flair, creativity and imagination
- High level of competence in use of pre-production tasks
- Sensitive to institutional issues and needs of target audience

Middle Achievers (around C)

Knowledge and Understanding (12/60)

- Some appropriate technical terminology in discussing concepts and production
- Acknowledges the effects of production conditions on the media product
- Reasonably secure communication

Analysis and Interpretation (12/60)

- Successfully relates concepts and theoretical understanding to practical work

Production Skills (36/60)

- Evidence of planning
- Competent use of resources
- Audience appropriately addressed