

Level of Answer	<u>Media</u>		
	<u>AO1</u>	<u>AO2</u>	<u>AO3</u>
A* - B	<ul style="list-style-type: none"> I can analyse media texts and my explanation of their pre-production work are convincing and effective. Media terminology is used extensively and accurately. A clear understanding of media language and of the consumption of texts by specific audiences is demonstrated. Responses are cogent, concise and well-structured with precise and accurate use of language and arguments clearly supported by evidence. Students' analyses of media texts and the explanation of their pre-production work are convincing and effective. Media terminology is used extensively and effectively. The nature and impact of media representation is explored convincingly. There is a convincing and clear understanding and appreciation of institutional aspects of media production. Responses are cogent, concise and well-structured with precise and accurate use of language and arguments clearly supported by evidence. 	<ul style="list-style-type: none"> In their pre-production work learners demonstrate flair and creativity. They produce work which is convincing, fit for purpose and engaged, would capture the interest of a potential audience and uses appropriate forms and conventions throughout. Material is presented skilfully. In their pre-production work learners demonstrate flair and creativity. They produce work which is convincing and engaged and uses appropriate forms and conventions throughout. The two responses clearly complement each other. Learners demonstrate a high level of ability to research and plan independently and effectively. They demonstrate flair and creativity through their pre-production work which is convincing, fit for purpose and engaged and uses appropriate forms and conventions throughout There is a clear understanding of how audiences are identified and how production is tailored to audience needs and expectations. 	<ul style="list-style-type: none"> Learners demonstrate flair and creativity to construct an impressive product which would engage a potential audience. They demonstrate the ability to handle technology confidently, including ICT, and Use the techniques and conventions of the chosen medium and genre creatively and convincingly. They evaluate their production making cogent and critical connections between the experience of carrying out the production and all the key concepts. The evaluation is concise and well-organised, using accurate spelling, punctuation and grammar.

C - D

- Learners' analyses of media texts and the explanation of their pre-production work are satisfactory.
- Learners' are able to use media terminology occasionally.
- Some understanding of media language and of the role of audiences in the consumption of media texts is demonstrated.
- Responses are well-organised with reasonably accurate use of language and arguments are usually supported by evidence.
- Learners' analyses of media texts and the explanation of their pre-production work are satisfactory.
- Learners' are able to use media terminology occasionally.
- Learners' demonstrate some understanding of representation and some understanding of institutional aspects of media production.
- Responses are well-organised with reasonably accurate use of language and arguments are usually supported by evidence.

- In their pre-production work students produce a satisfactory response which demonstrates an understanding of the requirements of the task generally.
- Work is appropriate, might interest a potential audience and mostly uses appropriate forms and conventions.
- Material is well presented.
- In their pre-production work learners produce a satisfactory response which demonstrates an understanding of the requirements of the task.
- Ideas are apt and mostly use appropriate conventions.
- There is a recognisable relationship between the two responses.
- Learners demonstrate they have researched and planned their pre-production work appropriately.
- Ideas are apt and mostly use appropriate forms and conventions.
- Learners are able to identify and target audiences.
- They indicate how this has informed their plans and ideas.

- Learners demonstrate appropriate skills to construct a satisfactory product which a potential audience might find interesting or engaging.
- They utilise technology, including ICT, and use appropriate techniques
- And conventions of their chosen medium and genre.
- They meet all of the requirements of the task.
- When evaluating their products, they are able to discuss how some of the key concepts have informed their production.
- The evaluation uses some accurate spelling punctuation and grammar.

- Learners show a basic grasp of textual analysis.
- If an explanation of their pre-production work is offered, comments are likely to be very straight-forward.
- There is a basic understanding of media language and of how a media product appeals to a particular audience.
- Responses are reasonably well-organised and points are sometimes supported by evidence.
- Learners show a basic grasp of textual analysis. If an explanation of their pre-production work is offered, comments are likely to be very straightforward.
- Learners show basic understanding of the representations offered by media texts and a basic awareness of institutional aspects of media production.
- Responses are organised and points are sometimes supported by evidence.

- In their pre-production work learners offer basic responses.
- Their work shows some understanding and engagement with the task, might have some limited appeal to a potential audience and uses some appropriate forms and conventions.
- There has been an attempt to present the work appropriately.
- In their pre-production work students offer basic responses.
- Their ideas show some understanding and engagement with the task and use some appropriate forms and conventions.
- Two responses have been offered and a connection between them is evident.
- Learners offer some evidence of research and planning.
- Their ideas show some understanding and involvement with the task and use some appropriate forms and conventions.
- There is a basic attempt to present the work in a straightforward way.
- Some understanding of appealing to a potential audience is evident.

- Students demonstrate some appropriate skills and mostly meet the requirements of the task to construct a product which might have some limited appeal to a potential audience.
- Some conventions of their chosen medium and genre are evident.
- The evaluation may be largely descriptive but some key concepts may be addressed.
- In the evaluation, communication, including spelling, punctuation and Grammar, may not be wholly effective.