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| **Media Studies****Assessment Feedback Sheet** |
| Student Name |  |
| Assessment | Institutions (Film) Feedback |
| Date | November 2019 |
| Mark Breakdown |  |

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| **AO1 1b, AO1 2a and AO1 2b*** **Demonstrate understanding of the theoretical framework of media (5 marks)**
* **Demonstrate knowledge of contexts of media and their influence on media products and processes (5 marks)**
* **Demonstrate understanding of media and their influence on media products and processes (5 marks)**
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| Level | Range | Description |  |
| 5 | 13-15 | • Excellent understanding of the theoretical framework, demonstrated by consistently effective explanation of the appeal of low to medium budget films to Hollywood conglomerates. • Excellent knowledge and understanding of contexts of the media and their influence on media products that is consistently supported by highly appropriate and effective reference to Hidden Figures. • Consistently appropriate and effective use of subject specific terminology throughout. |  |
| 4 | 10-12 | • Good understanding of the theoretical framework, demonstrated by frequent effective explanation of the appeal of low to medium budget films to Hollywood conglomerates. • Good knowledge and understanding of contexts of the media and their influence on media products that is usually supported by mostly appropriate and effective reference to Hidden Figures. • Mostly appropriate and effective use of subject specific terminology. |  |
| 3 | 7-9 | • Satisfactory understanding of the theoretical framework, demonstrated by some appropriate and effective explanation of the appeal of low to medium budget films to Hollywood conglomerates. • Satisfactory knowledge and understanding of contexts of the media and their influence on media products that is sometimes supported generally appropriate reference to Hidden Figures, but inconsistently effective. • Often appropriate use of subject specific terminology, but inconsistently effective. |  |
| 2 | 4-6 | • Basic understanding of the theoretical framework, demonstrated by little appropriate explanation of the appeal of low to medium budget films to Hollywood conglomerates. • Basic knowledge and understanding of contexts of the media and their influence on media products that is generally unsupported by appropriate reference to Hidden Figures and with limited effect. • Occasional appropriate use of subject specific terminology and with limited effect. |  |
| 1 | 1-3 | • Minimal understanding of the theoretical framework, demonstrated by very rare, if any, appropriate explanation of the appeal of low to medium budget films to Hollywood conglomerates. • Minimal, if any, knowledge and understanding of contexts of the media and their influence on media products that is rarely supported by any appropriate reference to Hidden Figures with no real effectiveness. • Little, if any, appropriate use of subject specific terminology with no real effectiveness. |  |
| 0 | 0 | Nothing worthy of credit |  |

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| To move to the next level you need to: Student Reflection & Actions: |

**Indicative content:**

The content below is not prescriptive and all valid points should be credited. It is not expected that responses will include all of the points listed. Responses are expected to demonstrate knowledge and understanding of how low to medium budget films appeal to Hollywood conglomerates.

**General points**

* This is a question about the industrial contexts of media production and patterns of ownership and control in the contemporary context.
* The question requires not the analysis of the Close Study Product but rather a commentary on what it reveals about the current state of media production, distribution and circulation.
* The question invites students to explore the subtleties of media production, distribution and circulation and its contexts wherein success is measured in terms other than ‘profit (prestige, credibility, social conscience, balance, diversification).

**Hidden Figures**

* Hidden Figures is a co-production between independent production companies and a major Hollywood conglomerate through its film subdivision Fox 2000.
* Fox as a conglomerate with diverse cross-media elements including facilities for media production, distribution and circulation means they have the structures and the means to get films with an independent ‘feel’/consciousness/aesthetic to a mainstream audience.
* The wider strategy of media conglomerates is to facilitate their control of the markets around the world, this includes low budget and low to medium budget fare, like Hidden Figures, films perhaps more likely to garner awards and attract prestige.
* With a budget of $25m Hidden Figures is a low to medium budget Hollywood film, an industry category which has recently been recognised for its profit potential.
* Distribution techniques – focus on traditional distribution and exhibition linked to targeted audience.
* The concept of “risk-taking” in terms of subject matter which might not be tackled by big budget productions set against specific targeting of budget and audience.
* Focus on social and cultural ‘capital’ as well as commercial return: marketing predicated on the ‘untold story’ of black female mathematicians.
* Strong links to contemporary concerns and debates about race in the US.
* The film is also targeted at an audience often ignored by Hollywood due to age, gender and race and thus can be explored in terms of the social and cultural context in which it was produced. Also the film tests out the viability of this audience as cinema-goers.