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| **Media Studies**  **Assessment Feedback Sheet** | | |
| Student Name |  | |
| Assessment | NEA assessment Double page Newspaper Spread | |
| Date | November 2023 | |
| Mark Breakdown | Media Language: /15 | Representation: /15 |
| Total | /30 | |

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| **Assessment Objectives AO3:**  **Media Language**  Students will be rewarded for the degree of expertise they demonstrate in using media language within the chosen media form (15 marks) | | | |
| Level | Range | Description |  |
| 5 | 13-15 | • **Excellent** application of knowledge and understanding of media language, demonstrated by the consistently appropriate and effective selection and combination of elements to communicate very clear meanings throughout the products.  • An **excellent** cross-media production that constructs very effective narratives and shows deliberate control of connotations and clearly and purposefully constructs points of view that embody values and attitudes. |  |
| 4 | 10-12 | • **Good** application of knowledge and understanding of media language, demonstrated by the frequently appropriate and effective selection and combination of elements to communicate clear meanings throughout the product.  • A **good** cross-media production that constructs effective narratives and shows some deliberate control of connotations, though this may not be throughout, and constructs points of view that reflect values and attitudes. |  |
| 3 | 7-9 | • **Satisfactory** application of knowledge and understanding of media language, demonstrated by the generally appropriate but inconsistently effective selection and combination of straightforward elements to communicate generally clear meanings throughout the product.  • A **satisfactory** cross-media production that constructs suitable narratives and shows occasional control of connotations but rarely constructs points of view. |  |
| 2 | 4-6 | • **Basic** application of knowledge and understanding of media language, demonstrated by the occasionally appropriate selection and combination of simple elements to communicate basic meanings.  • A **basic** cross-media production that constructs simple narratives and shows little awareness of connotations. |  |
| 1 | 1-3 | • **Minimal** application of knowledge and understanding of media language, demonstrated by little appropriate selection and combination of very simple elements to communicate very limited meanings.  • A **minimal** cross-media production that shows little awareness of narrative. |  |
| 0 | 0 | **Nothing** worthy of credit |  |

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| **Assessment Objectives AO3:**  **Media Representations**  In this section students will be rewarded for the degree of expertise they demonstrate in creating and using appropriate representations within the chosen media form (15 marks) | | | |
| Level | Range | Description |  |
| 5 | 13-15 | • **Excellent** application of knowledge and understanding of media representations, demonstrated by the consistently effective use or subversion of stereotypes and/or stereotypical representations that are highly appropriate to the audience, form and genre.  • **Excellent** use of media representations to communicate clear and highly appropriate meanings throughout. |  |
| 4 | 10-12 | • **Good** application of knowledge and understanding of media representations, demonstrated by the frequently effective use or subversion of stereotypes and/or stereotypical representations that are appropriate to the audience, form and genre.  • Good use of media representations to communicate appropriate meanings throughout. |  |
| 3 | 7-9 | • **Satisfactory** application of knowledge and understanding of media representations, demonstrated by the sometimes effective use or subversion of stereotypes and/or stereotypical representations that are generally appropriate to the audience, form and genre though there are likely to be some inconsistencies.  • **Satisfactory** use of media representations to communicate generally appropriate meanings though this is unlikely to be throughout the products. |  |
| 2 | 4-6 | • Basic application of knowledge and understanding of media representations, demonstrated by the rarely effective use of stereotypes and/or stereotypical representations that are only occasionally appropriate to the audience, form and genre.  • **Basic** use of representations to communicate only occasionally appropriate meanings. |  |
| 1 | 1-4 | • **Minimal** application of knowledge and understanding of media representations, demonstrated by a lack of appropriate use of stereotypes and/or stereotypical representations that are very rarely appropriate to the audience, form and genre.  • **Minimal** use of media representations to communicate very little discernible meaning. |  |
| 0 | 0 | **Nothing** worthy of credit |  |

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| **The set task is:**  *Create a double page newspaper spread (print product) that follows the conventions of a real media product ie either the Daily Mail OR The i*  So therefore:   * Does your product look real? * Does it look professional? * Does it look like a convincing, believable media product? * Or does it look like it is made by a student at school?   Consider some of the following:   * Layout, design * Choices made in terms of content – language, photos, graphic elements * Size, scale, proportion, positioning * Colour, shape, form, line * Use of text, textual features such associated with text (bold, italic, size, layout, scale, positioning) type of font, number of fonts, colour of fonts etc#   Overall, you are assessed in terms of MEDIA LANGUAGE – does it follow the language, layout, style etc of the real media product you are trying to copy. And MEDIA REPRESENTATION – so your choice of subject matter, your use of words, the focus and theme(s) of your article, the choice of images / photographs.  Lastly, **ALL OF THE WORK THAT YOU PRESENT MUST BE ORIGINAL**. So no marks are awarded for any elements (images, words, text etc) that has been copied from the internet or that has not be made by you.  Individual Feedback:   * Many thanks for completing this testing and demanding assessment, this was not an easy task! And will certainly prepare you well for your A level coursework (NEA), so well done for completing it! 🙌   **TO IMPROVE:**   * Make sure the next piece of work that you produce closely follows the style model you have chosen. * Make sure you spend plenty of time refining, adapting, editing, changing, altering your work to ensure the FINE DETAILS are completely covered in your work and not just the main elements.   **Student Reflection & Actions:** |