

Media Studies

OK...but I still don't know- how do I get an A?

- Don't just repeat what you've heard in class - bring your own, informed perspective to your writing.
- Recognise and analyse in detail the representational choices made by the producers of media texts.
- Discuss the way media industries and institutions operate and affect the production and distribution of media texts.
- Use media terminology (your glossary terms) in a confident and sophisticated way.
- In practical work, show a high level of skill and confident handling of technology, including ICT. Use the techniques and conventions appropriate to your chosen medium and genre.
- Understand the different ways in which audiences can be identified and categorised, and how media texts are tailored to target audiences' needs and expectations.
- Analyse how media producers make sophisticated choices about media language: mise en scene, framing, sound etc.
- Relate your practical work and the choices you made to the four key concepts you have studied: *media, language, audience, institution, and representation*.
- Always write clearly, in a planned, logical structure, with precise and accurate use of language, including grammar and spelling.

And how do I get a C?

- Understand a range of media forms and convention, and describe how they are used in a variety of different media.
- Explain the relationship between representations in media texts and the appeal of these texts to their target audiences.
- Understand the relationships between media institutions and the texts they produce.
- Your production skills and use of ICT are sufficient to create a finished product.
- Show some understanding of different kinds of audiences, and relate this to your own production tasks.
- Present a log of production decisions, and the reasons behind them.
- Write logically, with reasonably accurate use of language.

To help you meet the assessment requirements for the coursework (Section A) and the Practical Production (Section B) refer to the student friendly mark schemes.