

## **Reference Material: Commentaries**

**Applied GCE in Media: Communication and Production**

**6973 – Unit 1: Industries, Texts and Audiences**

Issued: 2012/13

## Unit requirements

Unit 1 is internally assessed and externally moderated.

Within this unit, candidates are required to investigate both context (that is the large-scale structuring of a particular media industry) and its products (that is the texts produced by the industry and the audience who consume them).

Candidates should analyse how their chosen industry is structured. Investigations should compare a range of organisations from the same industry, focusing on how patterns of ownership affect what is on offer to audiences. The rules governing cross-media ownership in the chosen industry should also be considered.

Candidates must also demonstrate their understanding of the micro-organisation of a specific media company. Candidates should explore the process of production, job roles and responsibilities, terms and conditions of employment and the possible career pathways within the organisation.

Candidates are required to analyse how media texts are constructed in relation to their audiences and how audiences interpret media products. Candidates' analysis should cover how the industry thinks about its audiences, how products are tailored to their intended audiences and also how those audiences use media products.

The evidence for assessment can be presented in a variety of formats including written reports, essays, blogs, presentations, audio and video recordings. However, for assessment criteria (d) there is a requirement for candidates to be assessed on their Quality of Written Communication (QWC), including their ability to use appropriate specialist terminology.

There is no word limit or restriction on the number of assignments that make up the evidence of attainment by an individual candidate.

## **Principal Moderator's notes on the example work**

### **General Comments:**

The candidate has selected the television industry as the main focus of study for this unit.

In this example, the candidate has used a range of texts for analysis, drawn from a wide variety of media industries. Generally, candidates who select different texts from the same genre and industry are better positioned to meet assessment criteria (c) and (d).

All of the evidence for assessment is presented in written form. Although some teacher annotation is evident within the portfolio, it is helpful for the moderation process if more detailed teacher observation records and witness statements are included to indicate where the assessment criteria have been met.

### **Candidate work**

The candidate's evidence against all four of the assessment criteria is spread throughout the portfolio. A local television company, Dene Films, has been chosen in relation to assessment criteria (b) and this is at the end of the Unit 1 portfolio. This relates to the choice of the television industry as the focus of study for assessment criterion (a).

In relation to assessment criteria (c) and (d), the candidate has looked at a wide range of texts drawn from a variety of different media sectors.

## Assessment

### Assessment Criteria a

Mark band 1		Mark band 2	Mark band 3
Demonstrates limited knowledge and understanding of the macro-organisation of an area of the media industry and makes some attempt to show how this affects the industry's products.	Demonstrates adequate knowledge and understanding of the macro-organisation of an area of the media industry and makes an adequate attempt to show how this affects the industry's products.	Demonstrates good knowledge and understanding of the macro-organisation of an area of the media industry and shows with examples how this affects the industry's products.	Demonstrates a thorough knowledge and understanding of the macro-organisation of an area of the media industry and demonstrates through analysis of well-chosen examples how this affects the industry's products.
(0-5)	(6-10)	(11-15)	(16-20)

The candidate has chosen to study the television industry. A range of different organisations, including a public service broadcaster, a national commercial company and a multi-national media conglomerate are considered. Through the analysis of these companies, the candidate demonstrates a thorough knowledge and understanding of how programmes compare across different organisations through an examination of several well-chosen examples (mark band 3).

There is also a good knowledge of the ownership, scope and objectives of the different organisations (mark band 2), which is thorough in places e.g. in relation to the BBC.

Although issues regarding cross-media ownership are not considered in any depth, overall, the candidate has presented sufficient evidence to meet the lower end of the mark band 3 assessment criteria.

In order to achieve higher marks, the candidate could have provided a comparative summary of how ownership directly affects production and analysed the regulations governing ownership within the television industry in more detail.

## Assessment Criteria b

Mark band 1		Mark band 2	Mark band 3
Demonstrates limited knowledge of a media company, with brief descriptions of only some of the following: what kind of work is done; the job roles; conditions of employment; and possible career pathways within that company.	Demonstrates adequate knowledge of a media company, with adequate descriptions of: what kind of work is done; the job roles; conditions of employment; and possible career pathways within that company.	Demonstrates good knowledge of a media company, describing clearly what kind of work is done, job roles and responsibilities, conditions of employment, and possible career pathways within that company.	Demonstrates a thorough knowledge of a media company, defining roles and responsibilities and describing their inter-relationship. Shows a thorough understanding of conditions of employment, and of possible career pathways within that company.
(0-4)	(5-8)	(9-12)	(13-16)

The candidate has studied the internal organisation of Dene Films. Although the portfolio contains a description of production processes, job roles and responsibilities, conditions of employment and possible career pathways, greater detail of all of these aspects is required to demonstrate the thorough knowledge and understanding of a media company required to meet the mark band 3 assessment criteria.

The table in the candidate work contains information on generic job roles and responsibilities, skills and career progression, rather than information based on research into specific individuals at Dene Films.

Overall, the candidate has provided evidence of a good knowledge of how a media company is internally organised (mark band 2).

In order to achieve higher marks, the candidate could provide a description not only of job roles and responsibilities but also how they inter-relate. Moreover, as explained in the 'What you need to learn' section of the specification, an analysis of the conditions of employment should cover how people are paid for the work they do and the kind of contracts they might be working on.

## Assessment Criteria c

Mark band 1		Mark band 2	Mark band 3
Demonstrates limited knowledge and understanding of how media industries think about their audiences and of how they construct their products in order to appeal to their target audiences. Demonstrates understanding of how they represent their audience, other social groups, or social issues.	Demonstrates adequate knowledge and understanding of how media industries think about their audiences and of how they construct their products in order to appeal to their target audiences. Demonstrates an adequate understanding of how they represent their audience, other social groups, or social issues.	Demonstrates, with examples, good knowledge and understanding of how media industries think about their audiences and of how they construct their products in order to appeal to their target audiences. Demonstrates, with examples, how they represent their audience, other social groups, or social issues.	Demonstrates, through analysis of well-chosen examples, a thorough knowledge and a sophisticated understanding of how media industries think about their audiences and of how they construct their products in order to appeal to their target audiences. Demonstrates, through analysis of well-chosen examples, how they represent their audience, other social groups, or social issues.
(0-3)	(4-6)	(7-9)	(10-12)

The candidate demonstrates a sophisticated understanding of audience segmentation and how media products are constructed to appeal to specific audiences, which they apply throughout their portfolio e.g. within the *Induction Project* evaluation and the *Broadband Awareness* project (mark band 3).

Moreover, a fairly sophisticated understanding of how organisations think about their audiences (bottom of mark band 3) emerges from the consideration of different television programmes broadcast on the different channels.

A range of representations are considered. However, a more thorough exploration of the representations offered within the Channel 4, E4 and More 4 texts, drawing on more original examples, would have offered greater coherence. There is still evidence of appropriate engagement with the concept of representation (mark band 3).

However, there is only evidence of a good knowledge of how media industries construct their products in order to appeal to their target audience (mark band 2).

In order to demonstrate the sophisticated understanding necessary to meet the mark band 3 assessment criteria, the candidate should explore in more depth

and detail the way in which television programmes are constructed for specific audiences.

## Assessment Criteria d

Mark band 1		Mark band 2	Mark band 3
Demonstrates limited understanding of how media texts can be understood and interpreted. Uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.	Demonstrates adequate understanding of how media texts can be understood and interpreted. Uses everyday language but there are occasional uses of specialist vocabulary. The response lacks clarity and organisation although some attempt at focus is evident. Spelling, punctuation and the rules of grammar are used with occasional accuracy.	Demonstrates, with examples, good understanding of how media texts can be understood and interpreted. Uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.	Demonstrates, through analysis of well-chosen examples, a sophisticated understanding of how media texts can be understood and interpreted. Uses appropriate specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.
(0-3)	(4-6)	(7-9)	(10-12)

Throughout the portfolio the candidate demonstrates a good understanding of how a range of media texts can be interpreted (mark band 2).

In order to move into mark band 3, the candidate would need to have provided more consistent evidence of a sophisticated understanding of how audiences use media products.

With regard to QWC, the response shows some focus and organisation (mark band 2), while the candidate uses appropriate specialist terms consistently within an accurate response (mark band 3). On balance, the mark should be at the top end of mark band 2.

In order to achieve higher marks, the candidate should compare the codes and conventions of a particular genre and medium through the detailed study of different texts drawn from that genre. This would enable the candidate to explore how audiences use technical and symbolic devices to read texts in greater depth. The candidate should also reveal an awareness of alternative readings.

**Summary:**

Although the evidence presented within the candidate's portfolio meets elements of both the mark band 2 and mark band 3 assessment criteria, on balance, the overall mark sits at the top of mark band 2 as thorough knowledge and understanding of how a media industry is structured and how a media company is internally organised has not been fully demonstrated.

Moreover, the knowledge and understanding of how media texts are constructed in relation to their audience and how audiences use media products are best considered 'good' (mark band 2), rather than 'sophisticated' (mark band 3).

It is likely that the overall mark for this portfolio would be in the range 46-48.