

Reference Material: Commentaries

AGCE in Media

6973 – Unit 1: Industries, Texts and Audiences

Candidate C

Issued: 2014/15

Unit requirements

Unit 1 is internally assessed and externally moderated.

Within this unit, candidates are required to investigate the context of media production - that is both the large-scale structuring of a media industry and the internal organisation of a particular media company, as well as the products they produce 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, roles and responsibilities within the company, terms and conditions of employment and the possible career pathways.

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 UK publishing industry as the main focus of study for this unit.

All of the evidence for assessment is presented in written form. There is evidence of internal moderation and the assessor has made some comments to support the allocation of marks.

Candidate work

Evidence for assessment can be submitted in any order and in this portfolio, evidence of attainment in relation to the Unit 1 assessment criteria can be found in Units 2 and 3.

Publishing company Johnston Press has been chosen in relation to assessment criteria (b), which relates to the choice of the newspaper 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 magazines and newspapers, including an analysis of emagazines.

Assessment Criterion a (AO1)

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 newspaper industry in the UK. The analysis of News Corp demonstrates a good understanding of how the company is horizontally and vertically integrated and furthermore, the candidate explains how this provides opportunities for greater synergies.

However, when the candidate looks at specific newspaper titles, the Daily Mail and the Independent are studied rather than one of News UK's (a subsidiary of the multinational media conglomerate News Corp) national daily newspapers - the Sun or the Times. Consequently, the candidate has not fully met the assessment criteria.

The focus of assessment criteria (a) is how a media industry is structured and although there is an explanation of how one company is structured (News Corp), candidates should be learning about the different types of organisation that operate within a particular industry and how different structures provide different opportunities and produce different products for consumers; for example an exploration of the relationship between

The Independent, the London Evening Standard and London Live TV (all backed by Evgeny Lebedev at the time of writing) would have constituted a well-chosen example, as would a comparison between how the structure of a multinational media conglomerate and a national media company affects the newspapers they produce. The candidate does not explore DMG or Independent Print Limited, the companies that own the Daily Mail and the Independent respectively, choosing instead to focus on the newspapers themselves.

The role of the Press Complaints Commission has been considered in detail although the regulations governing cross-media ownership are not mentioned.

The mark band 2 criteria require a good knowledge and understanding of the activities of several different companies operating within the same industry and a discussion of the impact of this macro-organisation upon what is produced, supported by relevant examples.

It is clear that although the mark band 2 assessment criteria have not been fully met, different aspects of the assessment criteria have been considered in isolation. On balance, a mark in the mid range of mark band 2 is the most appropriate.

To secure a mark in mark band 3, a greater range of publishing companies should be explored to produce a more coherent response comparing how different ownership structures affects production.

Assessment Criterion b (AO1)

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 demonstrated a thorough knowledge of the organisation of Johnston Press (mark band 3).

Several job roles are defined in depth and consideration is given to the conditions of employment for each role and career pathways within the company. Moreover, the candidate has described how jobs interrelate within the company, which is part of the mark band 3 assessment criteria.

The production process of the Chronicle & Echo, published by Johnston Press, is considered throughout the report and although a mark in the middle of mark band 3 should be awarded, the assessment criteria have not been fully met as job roles have not been fully described, conditions of employment have not been fully considered and career pathways are not described with a clear recognition of how progression from one job to another might be achieved.

Assessment Criterion c (AO4)

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)

In the analysis of the Daily Mail and the Independent newspapers, the candidate demonstrates a thorough knowledge of how media companies think about their audiences and construct products to appeal to that audience (mark band 3).

Furthermore, the analysis of a range of fashion magazines, including the Vogue magazine covers, provides further understanding of how media products are tailored to their audiences.

Issues of representation are also considered throughout the portfolio, in both print and moving image media, through analysis of well-chosen examples (mark band 3).

Overall, a more sophisticated understanding of audiences, identifying them in considerable detail and exploring the way they are interpellated by a text is required to fully meet the mark band 3 assessment criteria.

Assessment Criterion d (AO4)

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 sophisticated understanding of how a range of media texts are interpreted by their audience (mark band 3).

Although the candidate provides a detailed analysis of the technical and symbolic codes used by magazine and newspaper producers to appeal to the reader and different fashion magazines have been studied, each analysis is undertaken in isolation and there is little comparison between the codes and conventions used within either the medium of print or digital magazines or across the fashion magazine genre.

To fully meet the mark band 3 assessment criteria, the candidate would need to compare the codes and conventions of a particular genre through the detailed study of different texts drawn from that genre. Moreover, the candidate should also reveal a greater awareness of alternative readings.

With regard to QWC, the response may lack focus and organisation but specialist terminology is used confidently throughout and the spelling, punctuation and grammar are accurate.

Overall, a mark at the bottom of mark band 3 is the most appropriate.

Summary:

The evidence presented within this portfolio meets elements of the mark band 2 and mark band 3 assessment criteria.

For assessment criterion (a), a good knowledge of the macro-organisation of the UK publishing industry is shown, whereas a thorough understanding of how a media company is internally organised emerges from the evidence presented for assessment criterion (b).

In relation to assessment criteria (c) and (d), although not all of the mark band 3 assessment criteria have been met, a sophisticated understanding of how media texts are constructed in relation to their audience and how audiences use media products is demonstrated overall.

It is likely that the overall mark for this portfolio would be in the range 47-49.