

## **Reference Material: Commentaries**

**AGCE in Media**

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

**Candidate D**

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 assessment criterion (a) and a creative agency called Studio Output as the focus for assessment criterion (b).

In this example, the candidate has selected a limited number of films for analysis, drawn from different genres. 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 and although candidate record sheets have been completed, 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 is presented in a logical order.

Although the UK publishing industry has been chosen as the industry sector for assessment criterion (a), a creative agency - Studio Output - is the company chosen for assessment criteria (b) and two films - Once Upon A Time in Mexico and Kick-Ass – are the primary focus in relation to assessment criteria (c) and (d).

## 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 selected different types of media organisation, all of which are directly or indirectly involved in the UK publishing industry. The selection of a multi-national conglomerate (News Corporation), a national company (Northern & Shell), a public service broadcaster (BBC) and an independent media company does represent a wide range of well-chosen examples (mark band 3).

Each example is well described and the candidate demonstrates a sophisticated understanding of horizontal and vertical integration, the regulations governing cross-media ownership and the debate surrounding the future of press regulation in the UK.

A thorough knowledge of the large scale structuring of the industry emerges from this response (mark band 3), and the impact of this macro-organisation on what is produced is shown through relevant examples (mark band 2).

On balance, a mark at the bottom of mark band 3 is the 'best fit' for this response, as the discussion of the impact of structures on products is analytical rather than merely descriptive. However, to fully meet the mark band 3 assessment criteria, candidates must analyse a wider range of well-chosen examples to demonstrate a substantial and detailed understanding of how the ways in which organisations are structured affect what they produce.

## 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 chosen the creative agency Studio Output.

The first section of the report demonstrates a thorough knowledge of how the company is structured in terms of production processes and job roles, and there is evidence of substantial research into the chosen company and its activities (mark band 3).

Four different job roles are defined, which are those of the Creative Director, Producer, Designer and Account Director. Each job role is fully described and consideration is given to the conditions of employment. Career pathways and progression routes are also described and understood (mark band 3).

However, to fully meet the mark band 3 assessment criteria, the candidate needs to fully cover terms and conditions of employment and better describe the inter-relationship between job roles and responsibilities within Studio Output through a more detailed discussion of individual and reciprocal responsibilities.

### 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 response to assessment criteria (c), the candidate has identified the audiences for the two films in considerable detail, demonstrating a thorough knowledge of audience segmentation and how the film industry thinks about its audiences (mark band 3).

However, the extent to which the candidate has explained how the chosen films are constructed to appeal to those audiences and how those audiences are interpellated is insufficient to meet the mark band 3 criteria.

Similarly, issues of representation are considered throughout the textual analysis of the two films but this does not fully meet the need to provide analysis of well-chosen examples of how the films represent their audience and other social groups and issues, which is the requirement of the mark band 3 criteria.

On balance, a mark at the top of mark 2 is the most appropriate mark for this response.

## 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)

The candidate has analysed *Once Upon a Time in Mexico* and *Kick-Ass* and has identified a range of technical and symbolic codes operating within the texts. The analysis of how meaning is created through signification and how it may be interpreted is very detailed and supported by a range of well-chosen examples. An awareness of alternative readings is also evident within the response (mark band 3).

Although the response demonstrates a sophisticated understanding of the codes and conventions of the medium, there is little consideration of generic codes and conventions.

In order to fully meet the mark band 3 assessment criteria, candidates should analyse a wide range of texts, including analysis of the codes and conventions of a specific genre.

Furthermore, although the candidate is able to use accurate language and terminology (mark band 3), the response lacks the focus and organisation required to fully meet the mark band 3 assessment criteria for QWC.

On balance, a mark at the bottom of mark band 3 is the 'best fit' for this response because of the comprehensive and thoughtful analysis of a range of pertinent examples, which are sufficiently elucidated to demonstrate a sophisticated understanding of how audiences interpret media products (mark band 3).

**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 bottom of mark band 3. This is because a thorough knowledge and understanding of how a media industry is structured and how a media company is internally organised is demonstrated within the portfolio.

Moreover, the knowledge and understanding of how media texts are constructed in relation to their audience and how audiences use media products is sufficiently 'sophisticated' (mark band 3) when read together to justify a combined mark total at the lower end of mark band 3.

It is likely that the overall mark for this portfolio would be in the range 50-52.