



Qualifications and  
Curriculum Authority



# GCE A level performance descriptions for media studies

---

July 2007

QCA/07/3236

## Introduction

Performance descriptions have been created for all GCE subjects. They describe the learning outcomes and levels of attainment likely to be demonstrated by a representative candidate performing at the A/B and E/U boundaries for AS and A2.

In practice most candidates will show uneven profiles across the attainments listed, with strengths in some areas compensating in the award process for weaknesses or omissions elsewhere. Performance descriptions illustrate expectations at the A/B and E/U boundaries of the AS and A2 as a whole; they have not been written at unit level.

Grade A/B and E/U boundaries should be set using professional judgement. The judgement should reflect the quality of candidates' work, informed by the available technical and statistical evidence. Performance descriptions are designed to assist examiners in exercising their professional judgement. They should be interpreted and applied in the context of individual specifications and their associated units. However, performance descriptions are not designed to define the content of specifications and units.

The requirement for all AS and A level specifications to assess candidates' quality of written communication will be met through one or more of the assessment objectives.

The performance descriptions have been produced by the regulatory authorities in collaboration with the awarding bodies.

## AS performance descriptions for media studies

	<b>Assessment objective 1</b>	<b>Assessment objective 2</b>	<b>Assessment objective 3</b>	<b>Assessment objective 4</b>
<b>Assessment objectives</b>	Demonstrate knowledge and understanding of media concepts, contexts and critical debates.	Apply knowledge and understanding when analysing media products and processes and evaluating their own practical work, to show how meanings and responses are created.	Demonstrate the ability to plan and construct media products using appropriate technical and creative skills.	Demonstrate the ability to undertake, apply and present appropriate research.
<b>A/B boundary performance descriptions</b>	Candidates characteristically: a) communicate relevant knowledge and understanding of media concepts b) sustain relevant arguments linked to media contexts and critical debates c) structure and organise their writing d) communicate content and meaning through expressive and accurate writing.	Candidates characteristically: a) communicate a basic understanding of media forms, codes and conventions b) explore through analysis of media products and processes how these aspects create meaning c) evaluate their own work with reference to these aspects and the shaping of audience response.	Candidates characteristically: a) construct a media product using appropriate technical and creative skills b) demonstrate controlled use of the selected technology.	Candidates characteristically: a) communicate an understanding of research skills and appropriate methods b) present relevant research findings or conclusions c) produce a reflective evaluation of the process and its outcomes.
<b>E/U boundary performance descriptions</b>	Candidates characteristically: a) communicate some knowledge and understanding of media concepts b) make reference to media contexts and critical debates c) communicate meaning using straightforward language.	Candidates characteristically: a) communicate understanding of media forms, codes or conventions b) link media products and processes to the creation of meaning c) evaluate their own work with reference to these aspects or the shaping of audience response.	Candidates characteristically: a) construct a media product using technical and creative skills b) demonstrate the use of the selected technology.	Candidates characteristically: a) communicate an understanding of research skills and methods b) present research findings or conclusions c) comment on the research process or its outcomes.

## A2 performance descriptions for media studies

	<b>Assessment objective 1</b>	<b>Assessment objective 2</b>	<b>Assessment objective 3</b>	<b>Assessment objective 4</b>
<b>Assessment objectives</b>	Demonstrate knowledge and understanding of media concepts, contexts and critical debates.	Apply knowledge and understanding when analysing media products and processes and evaluating their own practical work, to show how meanings and responses are created.	Demonstrate the ability to plan and construct media products using appropriate technical and creative skills.	Demonstrate the ability to undertake, apply and present appropriate research.
<b>A/B boundary performance descriptions</b>	Candidates characteristically: a) communicate detailed knowledge and understanding of media concepts b) create and sustain well-organised and coherent arguments linked to media contexts and critical debates c) structure and organise their writing using an appropriate register d) communicate content and meaning through expressive and accurate writing.	Candidates characteristically: a) communicate an informed understanding of media forms, codes and conventions b) explore through detailed analysis of media products and processes how these aspects create meaning c) evaluate their own work with close reference to these aspects and the shaping of audience or user response.	Candidates characteristically: a) research, plan and construct a media product selecting appropriate technical and creative skills b) demonstrate controlled and creative use of the selected technology.	Candidates characteristically: a) communicate an informed understanding of research skills selecting appropriate methods b) present relevant and detailed research findings and conclusions c) produce a critical and reflective evaluation of the process and its outcomes.
<b>E/U boundary performance descriptions</b>	Candidates characteristically: a) communicate knowledge and understanding of media concepts b) develop arguments linked to media contexts or critical debates c) structure and organise their writing d) communicate content and meaning using straightforward language accurately.	Candidates characteristically: a) communicate an informed understanding of media forms, codes and conventions b) explore through detailed analysis of media products and processes how these aspects create meaning c) evaluate their own work with close reference to these aspects and the shaping of audience or user response.	Candidates characteristically: a) research, plan and construct a media product using technical and creative skills b) demonstrate the creative use of the selected technology.	Candidates characteristically: a) communicate understanding of research skills and methods b) present relevant research findings and conclusions c) produce a reflective evaluation of the process.