

## Eduqas GCSE Media Studies Assessment Grid

AO > Grade v	AO1 Demonstrate knowledge & understanding of the theoretical framework of media and contexts of media & their influence on media products & processes.	AO2 Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions.	AO3 Create media products for an intended audience, by applying knowledge & understanding of the theoretical framework of media to communicate meaning.
1	Minimal application of some aspects of the theoretical framework. Responses are likely to be descriptive and lack focus. The theoretical framework may be ignored or very minimally referenced. Very little to no use of media terminology.	Minimal understanding of the theoretical framework shown through minimal and/or descriptive responses. Judgements lack any real justification and conclusions aren't always clear, if present at all. Terminology will be irrelevant, inaccurate or not present at all.	Links to requirements of the brief are tenuous in both the statement of aims and the product itself, which may not be fully complete. Very little control over narrative or construction of design, with very little use of media language.
2	Basic application of some aspects of the theoretical framework. Issues, debates and wider contexts may not be addressed with any fluency. The theoretical framework may not be addressed with basic knowledge and understanding shown.	Basic understanding of the theoretical framework with all elements not fully considered. Responses still may be largely descriptive but there are elements of analysis present. Some brief conclusions may link to the analysis and there is some evidence of basic judgements being made.	Links to requirements of the brief are minimal in both the statement of aims and the product itself, which may be substantially below stipulated limits. Minimal control of narrative or construction of design, with minimal use of media language.
3	Satisfactory application of some aspects of the theoretical framework. Issues, debates and wider contexts may be addressed but not fully explored or understood. Exploration of the theoretical framework lacks consistency and links to media products and processes aren't always made. Responses may be descriptive rather than analytical.	Most elements of the theoretical framework recognised showing some understanding of how to apply them. Responses show some satisfactory analysis, but points may be generalised and lack focus. Evidence of some general judgements and conclusions, but these may be ambiguous in places. Terminology may be used occasionally, but may be generalised.	Statements of aims is very basic. Product addresses few of the brief's requirements that may address the target audience occasionally. Product may be below stipulated limits & rely on software packages or templates.
4	Satisfactory application of most aspects of the theoretical framework. Some general understanding of issues, debates and wider contexts of media, which will sometimes link to their influence on some media products and processes. Some elements of the framework may be explored in more depth than others with some generic theory. Terminology is occasionally used to demonstrate some knowledge & understanding.	Theoretical framework is addressed in a satisfactory way, with all of the elements recognised to an extent. Some satisfactory analysis emerging, with recognition of how some meanings are created and projected to the audience. Some judgements and conclusions are drawn and can be expressed in a satisfactory way. Terminology is used generally well and accurately.	Planning shows some basic application of knowledge & understanding of the theoretical framework. Product addresses some of the brief's requirements and occasionally uses form/genre conventions. Basic narrative and use of media language to construct representations.
5	Good application of some aspects of the theoretical framework. Some understanding of issues, debates and wider contexts of media, which may link to their influence on some media products and processes. Some elements of the framework can be explored in more depth than others with theory sometimes applied. Terminology is sometimes used to demonstrate some knowledge & understanding.	All elements of the theoretical framework are addressed and can be differentiated from one another clearly. Analysis is solid, making accurate points relating to features in media texts and making clear judgements that link to largely relevant conclusions. Some critical autonomy emerging with more detailed points, often incorporating specialist terminology.	Planning shows some satisfactory elements and some general idea of target audience. Product addresses some requirements of the brief, with main tasks completed. Mode of address is generally appropriate. Media language used to communicate simple meanings and representations.

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6	Good application of most aspects of the theoretical framework. Good understanding of some issues, debates and wider contexts of media, with their influence on media products and processes often considered. Each element of the framework can be broken down with some more general theory applied. Terminology can be used at times to demonstrate good knowledge & understanding.	Each element of the theoretical framework is broken down and analysed separately, with some theory and/or wider contexts emerging. Analysis is good, with clear judgements made that are largely justified. Conclusions can also be drawn that can be linked to the analysis, which is structured to lead to it appropriately. Points show some critical autonomy and more complex use of terminology in places.	Planning shows competent targeting of audience and satisfactory application of knowledge & understanding of the theoretical framework. Product is likely to engage the audience through appropriate mode of address, clear construction of narrative and use of some media language to construct representations.
7	Very good application of all aspects of the theoretical framework. A number of issues, debates and wider contexts of media are recognised including their influence on media products and processes. Each element of the framework can be broken down to an extent with some relevant theory understood and applied. Terminology is often used accurately to demonstrate very good knowledge & understanding.	Very good understanding of the theoretical framework is evidenced through clear analytical points relating to each one respectively. Relevant theory is linked to points appropriately showing some wider contextual understanding. Good judgements and conclusions are formed by very good analysis that links to them fluently. Terminology is used more confidently and complements points well, evidencing clear critical autonomy.	Good statement of aims showing consistent use of appropriate conventions. Product shows good realisation of the brief meeting all of its requirements well. Media language and narrative are used to construct appropriate representations and some more complex meanings.
8	Excellent application of all aspects of the theoretical framework. A wide range of issues, debates and wider contexts of media can be explored including their influence on media products and processes. Each element of the framework can be broken down with relevant theory understood and applied consistently. Terminology is used well to demonstrate detailed knowledge & understanding.	Excellent understanding of the theoretical framework, with more complex and specialist theory linked to each element and incorporated into analysis appropriately. Structure and range of points is excellent and contributes to insightful and accurate judgements being made, that link to conclusions that are also insightful, accurate and focused. Terminology is used consistently well and highlights comprehensive understanding and critical autonomy. A range of different media products can be analysed to the same high level consistently.	Very good statement of aims, demonstrating clear planning that focuses on the requirements of the brief. Conventions and representations are carefully considered in planning. Product is constructed to meet clearly realise the brief and consistently engage the target audience. All elements of the task are completed to a high standard. More complex meanings, representations and narrative are constructed through purposeful control of connotations and production skill.
9	Sophisticated and comprehensive application of all aspects of the theoretical framework. Detailed understanding of issues, debates and wider contexts of media, including their influence on media products and processes. Each element of the framework can be broken down in detail with relevant theory clearly understood and applied fluently. Terminology is used consistently to demonstrate comprehensive knowledge & understanding.	Comprehensive and sophisticated understanding of the theoretical framework shown, with more complex and specialist areas covered that begin to show more advanced knowledge and understanding. Structure and fluency of analysis is strong, making comprehensive, thoughtful and fully justified judgements and conclusions. Excellent use of terminology and more complex theories that are applied accurately demonstrate advanced ability to analyse a wide range of different media products.	Excellent and very detailed planning are evidenced through a strong statement of aims that shows detailed application of the theoretical framework and sustained use of terminology. The product itself is highly polished and very well executed, showing high levels of creative flair and production skill. Powerful representations and very effective narratives are constructed through highly skilled use and inclusion of a range of media language.