



WJEC AS Media Studies
Unit 1
AMPLIFIED ASSESSMENT GRIDS

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Amplified Assessment Grids

Assessment Objectives

AO1 Demonstrate knowledge and understanding of:

- the key concepts and critical perspectives of media

AO2 Apply knowledge and understanding of the key concepts of media studies to:

- analyse media products, using critical perspectives as appropriate

General information, principles and guidelines

Please note that the following Amplified Assessment Grids are designed to be used *alongside* the official mark scheme. They are designed to amplify the band descriptors in the official mark scheme, offering further guidance about the characteristics that you *might* see in candidate answers in each band for each Assessment Objective.

Marking should be positive, rewarding achievement rather than penalising failure or omissions. The awarding of marks must be directly related to the marking criteria. The generic assessment grid is designed to establish the quality of a response whilst the indicative content will provide guidance on the scope of acceptable responses and the likely content of a candidate's response. Examiners should use the full range of marks available to them.

Band Descriptors

- When awarding a mark, examiners should select the band that most closely describes the quality of the work being assessed.
- Marking grids, which include guidance on how to allocate marks within bands, have been constructed using the principles below.
- Once the appropriate band has been selected for the specific AO examiners should award in the notional centre of the band, awarding higher or lower depending on the strength of the response.
- Where the candidate's work securely meets the descriptors, award marks in the notional centre of a band and then adjust higher or lower depending on the degree to which the band's criteria are met.
- Where the candidate's work convincingly meets the descriptors, the highest mark should be awarded, depending on the strength of the answer.

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- Where the candidate's work less securely meets the descriptors, the lower end of the mark range should be awarded, depending on the degree of its weaknesses.
- When there are descriptors met across two bands use the grading above: less secure into band go for bottom, more secure go for the middle depending on the balance across the whole response
- Where there are two AOs a candidate's work can be awarded the qualities of each separate AO it is possible to be awarded marks in different bands for each AO
- Examiners should use the full range of marks available to them.

Section A

NB: Phrases in italics are relevant if candidates are required by the question to consider a specific critical perspective, however the descriptor in the Amplified Grid may apply wherever candidates have applied a critical perspective.

AO1		
Demonstrate knowledge and understanding of the key concepts and critical perspectives of media		
	Mark grid descriptors	Amplified Assessment Grid
Band 5	<ul style="list-style-type: none"> • Excellent, detailed and accurate knowledge and understanding of area of conceptual framework • <i>Excellent, detailed and accurate knowledge and understanding of relevant critical perspectives</i> • Excellent use of appropriate subject specific terminology • Accurate grammar, punctuation and spelling 	<ul style="list-style-type: none"> • Very well-focused answer which engages consistently with the key concept in the question • <i>Knowledge and understanding of relevant critical perspectives strengthens and informs the response</i> • A wide range of media terms are used fluently and effectively to articulate points made • Correct use of grammar, punctuation and spelling ensures precision in communication
Band 4	<ul style="list-style-type: none"> • Good, accurate knowledge and understanding of area of conceptual framework • <i>Good, reasonably detailed knowledge and understanding of relevant critical perspectives</i> • Good use of appropriate subject specific terminology • Mostly accurate grammar, punctuation and spelling 	<ul style="list-style-type: none"> • A well-focused answer which engages securely with the key concept in the question • <i>Knowledge and understanding of the relevant critical perspectives support the response</i> • A good range of media terms are used accurately across the response to convey points made • Mostly accurate use of grammar, punctuation and spelling enables clear communication
Band 3	<ul style="list-style-type: none"> • Satisfactory, generally accurate knowledge and understanding of area of conceptual framework • <i>Satisfactory reasonably detailed and accurate knowledge and</i> 	<ul style="list-style-type: none"> • The answer engages with the key concept for the most part showing some knowledge and understanding of the concept in the question • <i>There is some knowledge and understanding of the relevant critical perspectives which at times supports the response, but this is less secure</i> • Media terms are used to make points across the response mostly accurately

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	<p><i>understanding of relevant critical perspectives</i></p> <ul style="list-style-type: none"> • Satisfactory use of appropriate subject specific terminology • Generally accurate grammar, punctuation and spelling 	<ul style="list-style-type: none"> • There is overall coherence with only some errors in the use of grammar, punctuation and spelling
Band 2	<ul style="list-style-type: none"> • Basic knowledge and understanding of area of conceptual framework • <i>Basic knowledge and understanding of relevant critical perspectives</i> • Basic use of appropriate subject specific terminology, which is not always appropriate • Some errors in grammar, punctuation and spelling 	<ul style="list-style-type: none"> • The answer shows an awareness of the key concept in the question, but engagement is inconsistent • <i>There might be some explicit reference to the relevant critical perspectives, but it is unlikely to develop the response in a purposeful way</i> • Simple media terms are used in a straightforward way • There are errors in the use of grammar, punctuation and spelling which makes could make meaning unclear
Band 1	<ul style="list-style-type: none"> • Minimal knowledge and understanding of area of conceptual framework • <i>Minimal knowledge and understanding of relevant critical perspectives</i> • Minimal, if any, use of appropriate subject specific terminology, which is only occasionally appropriate • Many errors in grammar, punctuation and spelling 	<ul style="list-style-type: none"> • The answer shows a limited awareness of the key concept, and this might remain implicit • There is limited, if any, reference to the relevant critical perspectives in the response • Media terms are rarely used accurately • There is some incoherence in expression as the use of grammar, punctuation and spelling is poor

NB: Phrases in italics are relevant if candidates are required by the question to consider a specific critical perspective, however the descriptor in the Amplified Grid may apply wherever candidates have applied a critical perspective.

AO2		
Apply knowledge and understanding of the key concepts of media studies to analyse media products		
	Mark grid descriptors	Amplified Assessment Grid
Band 5	<ul style="list-style-type: none"> • Excellent application of knowledge and understanding of area of conceptual framework to analyse the unseen product/s • Perceptive and detailed exploration, using excellent examples to develop a point of view in response to the question • <i>Excellent use of relevant critical perspective in the analysis</i> 	<ul style="list-style-type: none"> • A confident and thorough analysis which fully applies knowledge and understanding of key concepts to an exploration of the unseen product/s • Astute and insightful points are likely to be made which demonstrate sophisticated understanding of the product/s maybe with a sense of overview • References to the product/s will be precise and extensive and used to respond perceptively to the question • <i>Critical perspectives are used to inform and enhance the analysis leading to well-developed points deepening understanding of particular aspects of the unseen product</i>
Band 4	<ul style="list-style-type: none"> • Good application of knowledge and understanding of area of conceptual framework to analyse the unseen product/s • Detailed exploration, using good examples to develop a point of view in response to the question • <i>Good use of relevant critical perspective in the analysis</i> 	<ul style="list-style-type: none"> • A thorough analysis which purposefully applies knowledge and understanding of key concepts to an exploration of the unseen product/s • Thoughtful points are likely to be made which demonstrate secure understanding of the product/s • Detailed references to the product/s will be used to support a wide range of points made in response to the question • <i>Critical perspectives are used effectively to support and develop points, which help to illuminate particular aspects of the unseen product</i>
Band 3	<ul style="list-style-type: none"> • Satisfactory application of knowledge and understanding of area of conceptual framework to analyse the unseen product/s • Straightforward exploration, using reasonable examples to respond to the question 	<ul style="list-style-type: none"> • Analysis will be focused and will show a fairly secure knowledge and understanding of key concepts • Relevant and valid points are likely to be made which show understanding of the product/s • There will be references made to the product/s to support a range of points related to the question • <i>Critical perspectives will be referred to in places and linked to points made</i>

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	<ul style="list-style-type: none"> • <i>Some appropriate use of relevant critical perspective in the analysis</i> 	
Band 2	<ul style="list-style-type: none"> • Basic application of knowledge and understanding of area of conceptual framework to analyse the unseen product/s • There is a tendency to describe rather than explore, using some general examples to respond to the question • <i>Basic use of relevant critical perspective in the analysis</i> 	<ul style="list-style-type: none"> • Analysis might rely on description to lead to points being made in relation to the key concepts • There will be some valid points within the description, but these will be quite basic or common sense • There will be some references to the product/s, but these are likely to lack specific detail and be generalised • <i>Critical perspectives might be referred to but might not be used with effect</i>
Band 1	<ul style="list-style-type: none"> • Minimal application of knowledge and understanding of area of conceptual framework to analyse the unseen product/s • Limited relevant response to the question • <i>Minimal, if any, use of relevant critical perspective in the analysis</i> 	<ul style="list-style-type: none"> • Answer is likely to be limited by brevity • There could be a few brief references to the product/s but these are likely to be underdeveloped • The response might rely on description with no relevant points linked to the question • <i>There is likely to be no reference to the critical perspective or there might be irrelevance in points made</i>

Section B and C

10-mark question

AO1		
Demonstrate knowledge and understanding of the key concepts and critical perspectives of media		
	Mark grid descriptors	Amplified Assessment Grid
Band 5	<ul style="list-style-type: none"> • Excellent, detailed and accurate knowledge and understanding of relevant aspects of area of conceptual framework • Perceptive and detailed explanation • Excellent use of appropriate subject-specific terminology 	<ul style="list-style-type: none"> • Very well-focused answer which engages fully with the key aspects of the question and relevant areas of the conceptual framework • Knowledge and understanding are shown through a wide range of points • Points will be supported by developed explanations • (Q3a only) Explanations will be supported by accurate and specific knowledge of the film product studied • A wide range of media terms are used effectively to articulate points made • There might be a sense of overview and understanding of related issues
Band 4	<ul style="list-style-type: none"> • Good, reasonably detailed and accurate knowledge and understanding of relevant aspects of area of conceptual framework • Detailed explanation • Good use of appropriate subject-specific terminology 	<ul style="list-style-type: none"> • A well-focused answer which engages with the key aspects of the question and relevant areas of the conceptual framework • Knowledge and understanding are shown through a range of secure points • Points will be supported by clear explanation • (Q3a only) Explanations will be supported by secure knowledge of the film product studied • Media terms are used across the response to convey relevant points
Band 3	<ul style="list-style-type: none"> • Satisfactory knowledge and understanding of relevant aspects of area of conceptual framework • Straightforward explanation • Satisfactory use of appropriate subject-specific terminology 	<ul style="list-style-type: none"> • The answer engages with the key aspects of the question and relevant areas of the conceptual framework • Mostly relevant points are made showing some knowledge and understanding of the conceptual framework • There is some explanation, but this is not consistently developed • (Q3a only) There will be some relevant references to the film product to support points made • Some relevant media terms are used

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Band 2	<ul style="list-style-type: none"> • Basic knowledge and understanding of relevant aspects of area of conceptual framework • Tendency to describe • Basic use of subject-specific terminology, not always appropriate 	<ul style="list-style-type: none"> • The response makes a few valid points, but these are likely to be limited in number and unsupported by explanation • (Q3a only) Points made will probably be unsupported by specific knowledge of the film product as points are likely to be generalised • Simple media terms are used in a straightforward way
Band 1	<ul style="list-style-type: none"> • Minimal knowledge and understanding of relevant aspects of area of conceptual framework • Limited consideration (of relevant area of conceptual framework) • Minimal, if any, use of subject-specific terminology, appropriate only occasionally 	<ul style="list-style-type: none"> • The response is likely to be limited by brevity • It is likely that there is very little relevant knowledge and understanding of areas of the conceptual framework • Points are likely to be brief and unsupported • (Q3a only) Explanations linked to the film product studied are likely to be vague • Media terms are barely used

Section B and C

20-mark question

NB: Phrases in italics are relevant if candidates are required by the question to consider a specific critical perspective, however the descriptor in the Amplified Grid may apply wherever candidates have applied a critical perspective.

AO1		
Demonstrate knowledge and understanding of the key concepts and critical perspectives of media		
	Mark grid descriptors	Amplified Assessment Grid
Band 5	<ul style="list-style-type: none"> • Excellent, detailed and accurate knowledge and understanding of area of conceptual framework • <i>Excellent, detailed and accurate knowledge and understanding of relevant critical perspective</i> • Excellent use of appropriate subject-specific terminology 	<ul style="list-style-type: none"> • Very well-focused answer which engages confidently with the key concept area in the question • A confident and articulate argument is constructed which addresses the key aspects of the question • <i>Knowledge and understanding of relevant critical perspectives strengthens and informs the response</i> • A wide range of media terms are used fluently and effectively to articulate points made
Band 4	<ul style="list-style-type: none"> • Good, reasonably detailed and accurate knowledge and understanding of area of conceptual framework • <i>Good, reasonably detailed and accurate knowledge and understanding of relevant critical perspective</i> • Good use of appropriate subject-specific terminology 	<ul style="list-style-type: none"> • A confident answer which engages securely with the key concept area of the question • A considered argument is constructed which addresses the key aspects of the question • <i>Knowledge and understanding of the relevant critical perspectives support and develop the response</i> • A good range of media terms are used across the response to convey points made
Band 3	<ul style="list-style-type: none"> • Satisfactory and generally accurate knowledge and understanding of area of conceptual framework 	<ul style="list-style-type: none"> • The answer engages with the key concept area of the question • Knowledge and understanding of the concept is shown and contributes to a point of view linked to the question • <i>There is some knowledge and understanding of the relevant critical perspectives which at times supports the response</i>

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	<ul style="list-style-type: none"> • <i>Satisfactory and generally accurate knowledge and understanding of relevant critical perspective</i> • Satisfactory use of appropriate subject- specific terminology 	<ul style="list-style-type: none"> • Some media terms are used to make points across the response
Band 2	<ul style="list-style-type: none"> • Basic knowledge and understanding of area of conceptual framework • <i>Basic knowledge and understanding of relevant critical perspective</i> • Basic use of appropriate subject- specific terminology, not always appropriate 	<ul style="list-style-type: none"> • The answer shows an awareness of the key concept area in the question, but engagement is inconsistent • The response creates a simple point of view in relation to the question • <i>There might be some explicit reference to the relevant critical perspectives, but it is unlikely to add to the response in a purposeful way</i> • Simple media terms are used accurately
Band 1	<ul style="list-style-type: none"> • Minimal knowledge and understanding of area of conceptual framework • <i>Minimal, if any, knowledge and understanding of relevant critical perspective</i> • Minimal, if any, use of appropriate subject- specific terminology, appropriate only occasionally 	<ul style="list-style-type: none"> • The answer shows a limited awareness of the key concept area • The response does not wholly engage with the question asked possibly implying limited knowledge and understanding • <i>There is limited, if any, reference to the relevant critical perspectives in the response</i> • Media terms are rarely used accurately

NB: Phrases in italics are relevant if candidates are required by the question to consider a specific critical perspective, however the descriptor in the Amplified Grid may apply wherever candidates have applied a critical perspective.

AO2		
Apply knowledge and understanding of the key concepts of media studies to analyse media products		
	Mark grid descriptors	Amplified Assessment Grid
Band 5	<ul style="list-style-type: none"> • Excellent application of knowledge and understanding of area of conceptual framework to analyse the set product • Perceptive, detailed exploration • <i>Excellent use of relevant critical perspective in the analysis</i> 	<ul style="list-style-type: none"> • A confident analysis of the set product which fully applies knowledge and understanding of key concepts to a thorough exploration • Astute and insightful points are likely to be made which demonstrate sophisticated understanding of the product maybe with a sense of overview and industry context • Precise and well-chosen references to the set product will be used effectively to respond perceptively to the question • <i>Critical perspectives are used to inform and enhance the analysis leading to well-developed points</i>
Band 4	<ul style="list-style-type: none"> • Good application of knowledge and understanding of area of conceptual framework to analyse the set product • Detailed exploration • <i>Good use of relevant critical perspective in the analysis</i> 	<ul style="list-style-type: none"> • A thorough analysis of the set product which applies knowledge and understanding of key concepts consistently • Thoughtful points are likely to be made which demonstrate a secure understanding of the product maybe with a sense of overview • Apt and detailed references to the set product will be used effectively to respond purposefully to the question • <i>Critical perspectives are used to support and develop the analysis leading to a wide range of points</i>
Band 3	<ul style="list-style-type: none"> • Satisfactory application of knowledge and understanding of area of conceptual framework to analyse the set product • Straightforward exploration • <i>Some appropriate use of relevant critical perspective in the analysis</i> 	<ul style="list-style-type: none"> • There is likely to be a clear focus on the set product which demonstrates sound knowledge and understanding of key concepts • Relevant and valid points are likely to be made which demonstrate fairly secure knowledge and understanding of the set product • Some specific references to the set product will be used to respond to the question • The relevant critical perspective will probably be referred to and linked to the analysis of the set product
Band 2	<ul style="list-style-type: none"> • Basic application of knowledge and understanding of area of conceptual framework to analyse the set product 	<ul style="list-style-type: none"> • There is likely to be some focus on the set product with maybe some general knowledge and understanding of the key concepts area

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	<ul style="list-style-type: none"> • Tendency to describe <i>Basic use of relevant critical perspective in the analysis</i> 	<ul style="list-style-type: none"> • Points are likely to be simple, demonstrating a basic and undeveloped understanding of the set product • References to the set product might rely on description and generalisation and only partly used to respond to the question • <i>The relevant critical perspective might be mentioned but probably not applied</i>
Band 1	<ul style="list-style-type: none"> • Minimal application of knowledge and understanding of area of conceptual framework to analyse the set product • Limited consideration (of area of conceptual framework) • <i>Minimal, if any, use of relevant critical perspective in the analysis</i> 	<ul style="list-style-type: none"> • The response is likely to be limited by brevity • There are probably a limited number of relevant points made related to the key concept area • Reference to the set product will probably be limited and/or vague • <i>There might not be any reference or awareness of the relevant critical perspective</i>