Year 11: ASK Yourself!

Subject: Media Studies

Unit 1: Exam Component 1 'Exploring the Media' Section B – Industries and Audiences

Industries and Audiences						
	Launching	Developing	Progressing	Mastering		
	1-2	3-4	5-6	7-9		
S kills						
KIIIS						
			·			
Industry	I need to be able	With help I can	I can confidently	I can expertly		
2.1.4.4	to show basic	show satisfactory,	show good,	show excellent and		
	knowledge of	generally accurate	accurate	detailed knowledge		
	industries with	knowledge of	knowledge of	of industries with		
	reference to	industries with	industries with	thorough		
	products to	reference to	good, secure	reference to		
	support points.	products to	reference to	products to		
		support points.	products to	support points.		
		146.1 1 -	support points.	-		
Audience	I need to be able	With help I can	I can confidently	I can expertly		
	to show basic	show satisfactory	show good,	show excellent and		
	knowledge of	knowledge of	accurate	detailed knowledge		
	audiences in relation to	audiences in relation to	knowledge of audiences in	of audiences in relation to		
	products and why	products and why	relation to	products and why		
	they use them	they use them	products and why	they use them		
	with simple	with generally	they use them	with detailed and		
	reference to Uses	accurate	with accurate	accurate		
	and Gratifications	reference to U&G	reference to U&G	reference to U&G		
	theory.	theory.	theory.	theory.		
	<i>'</i>	1	,			
nowledge						
Codes and	I need to know the	I know some of	I know and can	I understand and		
Conventions	main codes and	the codes and	write confidently	can write expertly		
Conventions	conventions of	conventions of	about the codes	about the codes		
	video games, radio	video games, radio	and conventions of	and conventions of		
	shows, film	shows, film	video games, radio	video games, radio		
	websites,	websites,	shows, film	shows, film		
	newspapers and	newspapers and	websites,	websites,		
	their websites.	their websites.	newspapers and	newspapers and		
			their websites and	their websites and		
			how this impacts	how this creates		
-	I need to know	I know some of	on meaning. I know and can	multiple meanings. I understand and		
Industry and	about the video	the features of	write confidently			
Audience	game, radio,	the video game,	about the	can write expertly about the changing		
	newspaper and film	radio, newspaper	relationship	relationship		
	industry and the	and film industry,	between industry	between industry		
	maush y and the	and finit moustry,	Derween maastry	Derween maasir y		

creation process of products and how they appeal to audiences.	including the way they categorise and target audiences.	and constructing audiences and can refer to specific examples /evidence.	and constructing of audiences and can explore the impact of new media.