





Year 11: ASK Yourself!

Subject: Media Studies

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

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

	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.
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