Year 11: ASK Yourself!

Subject: Media Studies

Unit 1: Exam Component 2 'Understanding Media Forms and Products' Section B – Music Videos

Troducts occite	n B — Music Videos Launching Developing Progressing Mastering					
	1-2	3-4	5-6	mastering 7-9		
	1-2	3-4	3-6	7-9		
C						
Skills						
Language	I need to able to	With help I can	I can confidently	I can expertly		
	analyse the use of	analyse the use of	analyse the use of	analyse the use of		
	media language in	media language in	media language in	media language in		
	the product to a	the product to a	the product to a	the product to an		
	basic level and focus on some	satisfactory level and focus on	good, detailed level and focus on	excellent, detailed level and		
	connotations or	general	specific	consistently focus		
	intended meanings.	connotations or	connotations or	on multiple		
		intended meanings.	intended meanings.	connotations or		
				intended meanings.		
Representation	I need to be able	With help I can	I can confidently	I can expertly		
and Context	to analyse	analyse products	analyse products	analyse products		
and context	products with	with satisfactory	to a good, detailed	to an excellent,		
	basic focus on	focus on	level, which	detailed level		
	representation and	representation and	engages in places	which engages		
	linking of products to their contexts	linking of products to their contexts	with complex aspects of	fully with complex aspects of		
	making basic	making	representations	representations		
	judgements and	satisfactory,	with good linking	with appropriate		
	conclusions.	generally reasoned	of products to	linking of products		
		judgements and	their contexts	to their contexts		
		conclusions.	making good,	with excellent,		
			reasoned	well-reasoned		
			judgements and	judgements and		
			conclusions.	conclusions.		
nowledge						
	Turned to be south a	T. In	The sure and see	T de de d		
Analysing a	I need to know the main events in a	I know some of the main events in	I know and can write confidently	I understand and can write expertly		
moving image text	moving image text,	a moving image	about the main	about the main		
	and use some basic	text and how the	events in a moving	events in a moving		
	media terminology	audience may	image text and	image text and can		
	to provide a basic	respond using a	consider elements	reflect on the		
	analysis of key	range of correct	of genre using a	effects created.		
	scenes.	media terminology	confident range of	Highly competent		
		to analyse key	media terminology	use of media		
		scenes	to confidently	terminology to		
		satisfactorily.	analyse key scenes.	sophisticatedly		

				analyse key scenes.
Industry and Audience	I need to know that music videos are created by industries for a specific target audience, with genre being an integral part of their composition.	I know some of the different aspects of the music video industry, the characteristics of different audiences and their responses to music video	I know and can write confidently about the different aspects of the music video industry, the audiences for them and how they may respond to music video	I understand and can write expertly about how contexts influence different industries and audiences and how they respond to conventions of music videos.
		conventions.	conventions.	