Year 9: ASK Yourself!

Subject: Media Studies Unit 2: News

Unit 2. News	Lounahina	Dovelopine	Prograzina	Mastanina
	Launching	Developing	Progressing	Mastering
	1-2	3-4	5-6	7-9
	-			
S kills				
Madia Languaga	I need to able to	With help I can	I can confidently	I can expertly
Media Language	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	satisfactory level	good, detailed level	excellent, detailed
	focus on some	and focus on	and focus on	level and
	connotations or	general	specific	consistently focus
	intended meanings.	connotations or	connotations or	on multiple
		intended meanings.	intended meanings.	connotations or
	I need to be able	With help I can	I can confidently	intended meanings. I can expertly
Representation	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	linking of products	with complex	fully with complex
	to their contexts	to their contexts	aspects of	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 conclusions.	their contexts	to their contexts with excellent,
		conclusions.	making good, reasoned	well-reasoned
			judgements and	judgements and
			conclusions.	conclusions.
nowledge				
I 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
CURIVERTIONS	conventions of	conventions of	about the codes	about the codes
	newspapers and	newspapers and	and conventions of	and conventions of
	news websites.	news websites.	newspapers and	newspapers and
			news websites and	news websites and
			how this impacts	how this can
			on meaning.	create competing meanings.
Industry and	I need to know	I know about some	I know and can	I understand and
Industry and	about the news	areas of the news	write confidently	can write expertly
Audiences	industry, such as	industry, such as	about the	about the changing
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	ownership and advertising and how they appeal to audiences.	ownership, regulation, advertising, news media and how they target audiences.	relationship between industry and audiences and can refer to specific examples/evidence from news products.	relationship between industry and audiences and can refer to specific examples/evidence - including issues of regulation, political opinion and news values.
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