





Year 9: ASK Yourself!

Subject: Media Studies Unit 2: News

	Launching 1-2	Developing 3-4	Progressing 5-6	Mastering 7-9
 S skills				
Media Language	I need to be able to analyse the use of media language in the product to a basic level and focus on some connotations or intended meanings.	With help I can analyse the use of media language in the product to a satisfactory level and focus on general connotations or intended meanings.	I can confidently analyse the use of media language in the product to a good, detailed level and focus on specific connotations or intended meanings.	I can expertly analyse the use of media language in the product to an excellent, detailed level and consistently focus on multiple connotations or intended meanings.
Representation and Context	I need to be able to analyse products with basic focus on representation and linking of products to their contexts making basic judgements and conclusions.	With help I can analyse products with satisfactory focus on representation and linking of products to their contexts making satisfactory, generally reasoned judgements and conclusions.	I can confidently analyse products to a good, detailed level, which engages in places with complex aspects of representations with good linking of products to their contexts making good, reasoned judgements and conclusions.	I can expertly analyse products to an excellent, detailed level which engages fully with complex aspects of representations with appropriate linking of products to their contexts with excellent, well-reasoned judgements and conclusions.
 K knowledge				
Codes and Conventions	I need to know the main codes and conventions of newspapers and news websites.	I know some of the codes and conventions of newspapers and news websites.	I know and can write confidently about the codes and conventions of newspapers and news websites and how this impacts on meaning.	I understand and can write expertly about the codes and conventions of newspapers and news websites and how this can create competing meanings.
Industry and Audiences	I need to know about the news industry, such as	I know about some areas of the news industry, such as	I know and can write confidently about the	I understand and can write expertly about the changing

	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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