

MARKS	KNOWLEDGE & UNDERSTANDING (AO1)	MARKS	ANALYSIS & INTERPRETATION (AO2)	MARKS	PRODUCTION SKILLS (AO3)
11-12	<i>I have covered all the major angles available in the question and the texts. I use technical terms correctly to discuss theoretical ideas and production techniques. I show my excellent understanding of media institutions by discussing major conventions, media regulation etc. I thoroughly assess the way the media affects audiences' lives and social attitudes. My writing is sophisticated and individual: I use POINT-EXAMPLE-ANALYSIS well and add my own analysis to what I learned in class. I write carefully: my essay is logically organised with accurate SPG.</i>	21-24	<i>I thoroughly explain how producers use media language to create meaning. I discuss representations and some of the values behind them in detail. I evaluate the way media texts are used by a variety of different audiences, and how this in turn influences media production.</i>	21-24	<i>I am skilful in my use of media language. My work is imaginative, creative and about as professional as it could be, given the technology available to produce it. I plan my production assignments carefully, using a sensible combination of pre-production techniques. The end result meets all the conventions of this kind of text, and looks</i>
9-10	<i>I have covered most of the major appropriate angles available in the question and the texts. I use technical terms – mostly correctly - to discuss theoretical ideas and production techniques. When appropriate, I show a good understanding of institutional issues like media conventions and regulation. I have offered some assessment of the ways the media affects audiences' lives and attitudes. I use POINT-EXAMPLE-ANALYSIS confidently. My essay is well organised with mostly accurate SPG.</i>	17-20	<i>I explain how producers use media language to create meaning. I discuss representations and some of the reasons behind them. I also write about the way audiences use media texts, and affect the way they are produced.</i>	17-20	<i>I can use media language competently. My work is creative and makes good use of the technology available to produce it. I plan my production assignments with some care. The end result meets the conventions of this kind of text.</i>
7-8	<i>My analysis shows I understand theoretical ideas and production techniques, and can use some technical terms correctly. When appropriate, I show some understanding of institutional issues. I also refer to some of the ways the media can have an impact on audiences' lives. I use POINT-EXAMPLEANALYSIS and my writing is clear. My essay is well organised. Occasional errors in SPG don't get in the way of what I'm trying to say.</i>	9-12	<i>I can write about the meaning of media texts, referring to some media language techniques. I discuss the representation of people, places or ideas, and audience as media concepts.</i>	9-12	<i>I can use some media skills. My work shows some evidence that I planned it first. The end result looks like a media text, although not necessarily what it's supposed to.</i>
5-6	<i>I show a basic understanding of theoretical ideas and production techniques, and can use a few technical terms correctly in my analysis. When appropriate, I show a little understanding of institutional issues and the affect the media can have on audiences. I use POINT-EXAMPLE-ANALYSIS and my writing is clear. My essay is organised, and although my SPG isn't great, my meaning is usually clear.</i>	9-12	<i>I can write about the meaning of media texts, referring to some media language techniques. I discuss the representation of people, places or ideas, and audience as media concepts.</i>	9-12	<i>I can use some media skills. My work shows some evidence that I planned it first. The end result looks like a media text, although not necessarily what it's supposed to.</i>
3-4	<i>I can write about the texts I have studied with some understanding of theoretical ideas and/or production techniques. I need to improve my use of technical terms and think more about the way audiences respond to the media. My SPG need more care, as they get in the way of what I'm trying to say.</i>	5-8	<i>I write about the way that media texts work. I clearly mention representation in my analysis and refer to media audiences.</i>	5-8	<i>I need to develop my media skills and use of technology, but I made an attempt to produce the kind of media text I was asked for.</i>
1-2	<i>I tend to simply describe rather than analyse, and I'm not showing my understanding of theories, concepts and production techniques. My spelling, punctuation and grammar are poor and make it difficult for others to understand what I'm trying to say.</i>	1-4	<i>I can describe the media texts I have studied, and what I think about them. I need to develop my analysis using the key concepts.</i>	1-4	<i>My work doesn't look anything like an appropriate media text, or isn't anywhere near finished.</i>
0	<i>I need to do some work, or bring the work I have done to school so my teacher can mark it.</i>		<i>I need to do some work, or bring the work I have done to school so my teacher can mark it.</i>		<i>I need to do some work, or bring the work I have done to school so my teacher can mark it.</i>