





Year 11: ASK Yourself!

Subject: Media Studies

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

	Launching 1-2	Developing 3-4	Progressing 5-6	Mastering 7-9
 S skills				
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				
Analysing a moving image text	I need to know the main events in a moving image text, and use some basic media terminology to provide a basic analysis of key scenes.	I know some of the main events in a moving image text and how the audience may respond using a range of correct media terminology to analyse key scenes satisfactorily.	I know and can write confidently about the main events in a moving image text and consider elements of genre using a confident range of media terminology to confidently analyse key scenes.	I understand and can write expertly about the main events in a moving image text and can reflect on the effects created. Highly competent use of media terminology to 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 conventions.	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 conventions.	I understand and can write expertly about how contexts influence different industries and audiences and how they respond to conventions of music videos.