

Year 11: ASK Yourself!

Subject: Media Studies

Unit 3: Revision of all components

	Launching 1-2	Developing 3-4	Progressing 5-6	Mastering 7-9
				
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.
Industry	I need to be able to show basic knowledge of industries with reference to products to support points.	With help I can show satisfactory, generally accurate knowledge of industries with reference to products to support points.	I can confidently show good, accurate knowledge of industries with good, secure reference to products to support points.	I can expertly show excellent and detailed knowledge of industries with thorough reference to products to support points.
Audience	I need to be able to show basic knowledge of audiences in relation to products and why they use them with simple reference to Uses and Gratifications theory.	With help I can show satisfactory knowledge of audiences in relation to products and why they use them with generally accurate reference to U&G theory.	I can confidently show good, accurate knowledge of audiences in relation to products and why they use them with accurate reference to U&G theory.	I can expertly show excellent and detailed knowledge of audiences in relation to products and why they use them with detailed and accurate reference to U&G theory.
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	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.	judgements and conclusions.
 Knowledge				
Revision of all Components	I need to know about the features of the set products and apply a basic understanding of LIARs to them.	I know some of the features of the set products and apply a satisfactory understanding of LIARs to them.	I know and can write confidently about the features of the set products and apply a good understanding of LIARs to analyse them.	I understand and can write expertly about the features of the set products and apply an excellent understanding of LIARs to expertly analyse them.