

### **Exam Board Criteria A\*/A**

Candidates recall, select and communicate detailed knowledge and thorough understanding of media products and concepts, and the contexts in which they are produced and consumed.

They use analytical techniques, underpinning concepts and a wide-ranging critical vocabulary to evaluate and compare media representations. They demonstrate an ability to respond in a logical and structured way, with precise and accurate use of terminology, supporting ideas and arguments with evidence.

They research and plan their production work effectively. They draw on relevant products, concepts and contexts. They use a range of presentational skills effectively, showing understanding of how audiences are identified and how production is tailored to audience needs and expectations.

They construct their product(s) using a broad range of production skills appropriately and effectively. They confidently handle technology, including ICT, and use the techniques and conventions of the chosen medium and genre creatively.

They evaluate their product(s), making critical connections between the experience of carrying out the production and the key concepts.

### **What It Means**

You need to show you understand different media products such as film trailers and posters, magazine and comic covers covers, music videos and tv news shows. You know how they are created and the ideas behind them. You understand how they are used by different audiences.

You are able to write about how media products use different techniques to engage a target audience. You use a range of media terms in your work and you are able to compare different media texts. Your writing is well structured and uses evidence from the media text to support your ideas.

You present your work in an interesting and engaging way. You are able to identify a target audience for a media product. You understand how the audience is important in how a media text is created. You know the importance of planning your work to ensure it meets the needs of a target audience. You are able to research media texts and use that research to help in the creation of your media products.

You understand the conventions of different media texts and use these in a creative way. You are able to construct your own media products skilfully using technology and your own production skills.

You are able to write about how effective your products are in reaching their audience and how they used the key media concepts and techniques.

### **Useful Links**

<http://www.aqa.org.uk/subjects/media-studies/gcse/media-studies-4810>

<http://www.bbc.co.uk/education/subjects/ztnyvk7>

<http://www.mediaknowall.com/gcse/gcse.php>

Media Studies How to get an A\*/A