








Rationale	'Low' & 'High' Stakes Assessment	Cognitive Skills
<p>Assessment at Key Stage 5 in Media Studies must by necessity follow the requirements of both the A-Level syllabus and the terminal exams that are undertaken at the conclusion of the course.</p> <p>Only Component 1 of the A-Level is delivered in Year 12, as such all assessment will be based around this content.</p> <p>Assessment requirements must interrogate the students' grasp of the cognitive skills that will be tested in the final examinations as well as their knowledge and understanding of the set products and their ability to adapt and apply their learning to the critical analysis of unseen materials under timed conditions.</p> <p>As such differing assessments should be designed to test the range of expected skills and provide a benchmark from which areas of weakness can be identified and suitable intervention carried out.</p> <p>Assessment should also be <b>cumulative</b>, building upon, but also re-interrogating prior knowledge and topics from earlier in the course. In this way keeping both skills and topics 'fresh' whilst being progressively more challenging.</p> <p>All high stakes assessments will require a handwritten response, as per the final exam.</p> <p>In Year 13 alongside the delivery of Component 2, Component 1 questions will continue to form part of assessment.</p>	<p><b>Low Stakes</b></p> <p><b>Year 12 Transition task</b> – marked for effort only.</p> <p><b>Preliminary reading tests</b> – knowledge and factual recall – contextual and production information, based upon the factsheets provide by the exam board for each of the set products. Materials provided through unit booklets, with students expected to undertake 'pre-reading' in preparation for the reading test to take place at the commencement of the unit. Delivery through google quiz – a range of multiple choice and short answer questions. Test has a 'pass' threshold – below this, students undertake a re-sit.</p> <p><b>Theorist test</b> – occasional across course. This can occur early in the course as the majority of theorists are introduced during unit 1. Again, google quiz; all multiple-choice.</p> <p><b>Media vocabulary test</b> – multiple-choice and short response.</p> <p>Frequent '<b>drills</b>' on unseen materials – Discussion and feedback in class, then annotated copy handed in and RAG rated in 'benchmark' column on Go4Schools.</p> <p><b>High Stakes</b></p> <p>Delivered through <b>examination-style questions</b> and to exam board mark schemes. A carefully selected range of different questions covering key media concepts and testing different cognitive skills. Marked as %, this will be cumulative; with questions from past units introduced throughout the year, building towards end of year assessment via a full Component 1 paper (year 12 exam).</p>	<p>A range of cognitive skills are developed and assessed across the A-Level course. A colour code has here been provided which can be mapped to the assessment of the skills across the delivery of the units.</p> <ul style="list-style-type: none"> <li>• Knowledge recall </li> <li>• Independent Inquiry </li> <li>• Comparative analysis [Representation] </li> <li>• Response to unseen material </li> <li>• Deconstructive analysis of Media Language </li> <li>• Contextual understanding of media production </li> <li>• Application of theoretical perspectives </li> <li>• Critical appraisal of Theoretical perspectives (A-Level only) </li> <li>• Application of media terminology </li> <li>• SPG </li> </ul> <p><b>Timeframe</b></p> <p>Typically low stakes assessment will be delivered at the start of each unit, with other opportunities throughout.</p> <p>High stakes will be introduced sometimes during and sometimes at the end of a unit as appropriate.</p> <p>Where possible the delivery of GCSE and A-Level assessment should be staggered to help staff work load.</p> <p>Ordinarily there should be an expectation of a two-week turnaround and feedback on high stakes assessment, although other factors may necessitate flexibility on this.</p> <p>Where staff are unlikely to be able to meet this timeframe, indication of this should be communicated to HOD as a soon as possible.</p> <p>Students will receive their marked assessments back in class, but will not keep them. A bank of folders will be kept in the department in which responses will be stored, and which both students and staff can access at any time. Collated responses will ultimately be returned to students towards the end of the course to aid their preparations for final exam.</p>

# Assessment Schedule A-Level Media Studies – Year One

## Autumn Term 1

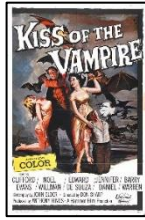
### Advertising & Marketing



Tide (1950s)



Water Aid (2016)



Kiss of the Vampire (1963)

**LS: Preliminary reading test.** 30 marks [pass 22] ➔ re-sit as appropriate.

**How:** Google quiz format, range of multiple-choice and short response questions.

**When:** Beginning of unit.

**Marking:** % final score.

**HS: Comparative analysis question** [*Tide* vs Unseen product]. 30 marks.

**How:** Exam conditions using class/assessment period. Formal exam question requiring extended written response.

**When:** After delivery of first set product *Tide* within the unit.

**Marking:** Written feedback with indication of 'band' within the mark scheme and % mark recorded on Go4Schools.

**HS: Audience question** based on *Water Aid*. 8 marks.

**How:** Exam conditions using class/assessment period. Formal exam question requiring written response.

**When:** After delivery of set product *Water Aid* within the unit.

**Marking:** Written feedback with indication of 'band' within the mark scheme and % mark recorded on Go4Schools.

**LS: Theorist test.** As students are introduced to the majority of theorists through the first unit, it is appropriate to deliver a low stakes test on understanding of these theories. 25 marks [pass 21] ➔ re-sit as appropriate.

**How:** Google quiz format, range of multiple-choice questions.

**When:** Towards the end of the first unit.

**Marking:** % final score.

**HS: Cumulative** – further comparative analysis question on *Kiss of the Vampire* [30 marks] and introduce Media Language question in response to unseen material [15 marks].

**How:** Exam conditions using class/assessment period. Formal exam questions requiring extended written response.

**When:** Conclusion of unit 1.

**Marking:** % of final score for each question and % total marks for assessment.

## Autumn Term 2

### Music Videos



Riptide (2013)



Formation 2016

**LS: Preliminary reading test.** 30 marks [pass 22] ➔ re-sit as appropriate.

**How:** Google quiz format, range of multiple-choice and short response questions.

**When:** Beginning of unit.

**Marking:** % final score.

**HS: Media Language question** in response to unseen material [15 marks] using the original video for *Riptide*

**How:** Exam conditions using class/assessment period. Formal exam question requiring written response.

**When:** During delivery of first set product *Riptide* within the unit.

**Marking:** Written feedback with indication of 'band' within the mark scheme and % mark recorded on Go4Schools.

**LS: Media terminology test.** As students are required to use key specialist terms throughout their studies, it is appropriate to deliver a low stakes testing understanding and understanding of these terms. Revision using glossary provided in booklet. 30 marks [pass 22] ➔ re-sit as appropriate.

**How:** Google quiz format, range of multiple-choice questions.

**When:** Towards the end of the unit.

**Marking:** % final score.

**HS: Cumulative** – further comparative analysis question on *Formation* [30 marks].

**How:** Exam conditions using class/assessment period. Formal exam question requiring extended written response.

**When:** Conclusion of unit 2.

**Marking:** % of final score for each question and % total marks for assessment.

# Assessment Schedule A-Level Media Studies – Year One

## Spring Term 1

### Radio



Late Night Woman's Hour Podcast

### Video Games



Assassins' Creed Franchise

#### Radio

**LS: Preliminary reading test.** 20 marks [pass 16] ➔ re-sit as appropriate.

**How:** Google quiz format, range of multiple-choice and short response questions.

**When:** Beginning of unit.

**Marking:** % final score.



**HS: Audience question** on *Late night Woman's Hour* podcast. 10 marks.

**How:** Exam conditions using class/assessment period. Formal exam question requiring written response.

**When:** During delivery of set product *LNWHP*.

**Marking:** Written feedback with indication of 'band' within the mark scheme and % mark recorded on Go4Schools.



**HS: Cumulative – Industries question** on *Late night Woman's Hour* podcast, 12 marks, and further **Audience question** based on *Tide* from unit 1 [12 marks].

**How:** Exam conditions using class/assessment period. Formal exam questions requiring written response.

**When:** Conclusion of unit 3.

**Marking:** % of final score for each question and % total marks for assessment.



### Video Games

**LS: Preliminary reading test.** 20 marks [pass 16] ➔ re-sit as appropriate.

**How:** Google quiz format, range of multiple-choice and short response questions.

**When:** Beginning of unit.

**Marking:** % final score.



**HS: Audience question** on *Assassin's Creed*. 12 marks.

**How:** Exam conditions using class/assessment period. Formal exam question requiring written response.

**When:** During delivery of *Assassin's Creed* set product.

**Marking:** Written feedback with indication of 'band' within the mark scheme and % mark recorded on Go4Schools.



**HS: Cumulative – Industries question** on *Assassin's Creed*, 15 marks, and **Media Language question** based on an unseen television advertisement [15 marks].

**How:** Exam conditions using class/assessment period. Formal exam questions requiring written response.

**When:** Conclusion of unit.

**Marking:** % of final score for each question and % total marks for assessment.



## Spring Term 2

### Newspapers



The Daily Mirror



The Times

**LS: Preliminary reading test.** 30 marks [pass 22] ➔ re-sit as appropriate.

**How:** Google quiz format, range of multiple-choice and short response questions.

**When:** Beginning of unit.

**Marking:** % final score.



**HS: Comparative analysis question** [*The Daily Mirror* vs *The Daily Mail* unseen product]. 30 marks.

**How:** Exam conditions using class/assessment period. Formal exam question requiring extended response.

**When:** After delivery of *The Daily Mirror* set product within the unit.

**Marking:** Written feedback with indication of 'band' within the mark scheme and % mark recorded on Go4Schools.



**HS: Cumulative – Industries question** on newspapers, 10 marks, and **Audience question** based *The Times* [8 marks].

**How:** Exam conditions using class/assessment period. Formal exam questions requiring written response.

**When:** Conclusion of unit 5.

**Marking:** % of final score for each question and % total marks for assessment.



# Assessment Schedule A-Level Media Studies – Year One

## Summer Term 1

### Film Promotion & Marketing



*Black Panther* (2018)



*I, Daniel Blake* (2016)

**LS: Preliminary reading test.** 30 marks [pass 22] → re-sit as appropriate.

**How:** Google quiz format, range of multiple-choice and short response questions.

**When:** Beginning of unit.

**Marking:** % final score.

**HS: Industry question** on *Black Panther*. 9 marks.

**How:** Exam conditions using class/assessment period.

Formal exam question requiring written response.

**When:** During delivery of set product *LNWHP*.

**Marking:** Written feedback with indication of 'band' within the mark scheme and % mark recorded on Go4Schools.

**HS: Cumulative – Industries question** on *I, Daniel Blake*, 15 marks, and further **Media Language question** based on an unseen film poster [15 marks].

**How:** Exam conditions using class/assessment period.

Formal exam questions requiring written response.

**When:** Conclusion of unit 6.

**Marking:** % of final score for each question and % total marks for assessment.

## Summer Term 2

### Component 3: NEA Cross-Media Production



**Component 3**, the **NEA cross-media production** has very specified rules regarding the nature and degree of teacher assessment that can take place.

Preparation for the **Year 12 exam** will run concurrently with this however.

### Year 12 Mock Exam

**HS: Cumulative - Year 12 exam.** A full **Component one** examination paper.

**How:** Exam conditions as scheduled by exams office.

Formal exam questions requiring both short and extended written response.

**When:** After delivery of all units specific to component one.

**Marking:** Written feedback with indication of % mark for each question and notional 'Grade' for the entire assessment, mapped to the exam board mark scheme and recorded on Go4Schools. It will be made clear that a full component one assessment is reflective of **35% of the overall A-Level course**.

# Assessment Schedule A-Level Media Studies – Year Two

## Autumn Term 1

### NEA Final



NEA



*Humans (2015)*

## Autumn Term 2

### Television



*The Returned (2012)*

### NEA Production Work

**Final assessment of all Component 3, NEA production work** in accordance with specification guidelines ready for moderation and exam board submission.

**LS: Product Contextual Knowledge test.** 25 marks [pass 21] ➔ re-sit as appropriate.

**How:** Google quiz format, range of multiple-choice and short response questions.

**When:** During study of first set product.

**Marking:** % final score.

**HS: Media Language question** based on *Humans*. 15 marks.

**How:** Exam conditions using class/assessment period. Formal exam question requiring written response.

**When:** After delivery of set product *Humans* within the unit.

**Marking:** Written feedback with indication of 'band' within the mark scheme and % mark recorded on Go4Schools.

**LS: Media Theorist test.** A refresher in students' knowledge and understanding of key theories, including those studied since the test administered in Year 10.

30 marks [pass 26] ➔ re-sit as appropriate.

**How:** Google quiz format, range of multiple-choice questions.

**When:** During the Autumn term.

**Marking:** % final score.

**LS: Product Contextual Knowledge test.** 25 marks [pass 21] ➔ re-sit as appropriate.

**How:** Google quiz format, range of multiple-choice and short response questions.

**When:** During study of second set product.

**Marking:** % final score.

**HS: Media Contexts question** based on *The Returned*. 15 marks.

**How:** Exam conditions using class/assessment period. Formal exam question requiring written response.

**When:** During delivery of second set product *The Returned* within the unit.

**Marking:** Written feedback with indication of 'band' within the mark scheme and % mark recorded on Go4Schools.

### Year 13 Mock Exam

**HS: Cumulative - Year 13 exam.** A further full **Component one** examination paper.

**How:** Exam conditions as scheduled by exams office. Formal exam questions requiring both short and extended written response.

**When:** After delivery of all units specific to component one.

**Marking:** Written feedback with indication of % mark for each question and notional 'Grade' for the entire assessment, mapped to the exam board mark scheme and recorded on Go4Schools. It will be made clear that a full component one assessment is reflective of **35% of the overall A-Level course**.

# Assessment Schedule A-Level Media Studies – Year Two

## Spring Term 1

### Magazines: Mainstream & Alternative Media



Woman's Realm (1965)



Huck (2016)

**LS: Product Contextual Knowledge test.** 25 marks [pass 21] ➔ re-sit as appropriate.

**How:** Google quiz format, range of multiple-choice and short response questions.

**When:** During study of first set product.

**Marking:** % final score.



**HS: Media Contexts question** based on *Woman's Realm*. 15 marks.

**How:** Exam conditions using class/assessment period. Formal exam question requiring written response.

**When:** During delivery of second set product *The Returned* within the unit.

**Marking:** Written feedback with indication of 'band' within the mark scheme and % mark recorded on Go4Schools.



**LS: Product Contextual Knowledge test.** 25 marks [pass 21] ➔ re-sit as appropriate.

**How:** Google quiz format, range of multiple-choice and short response questions.

**When:** During study of first set product.

**Marking:** % final score.



**HS: Representation question** based on *Huck*. 15 marks.

**How:** Exam conditions using class/assessment period. Formal exam question requiring written response.

**When:** During delivery of set product *Huck* within the unit.

**Marking:** Written feedback with indication of 'band' within the mark scheme and % mark recorded on Go4Schools.



**HS: Cumulative – Television industries question** based on *Humans* and *The Returned*. 30 marks.

**How:** Exam conditions using class/assessment period. Formal exam questions requiring written response.

**When:** Conclusion of unit.

**Marking:** % of final score for each question and % total marks for assessment.



## Spring Term 2

### Media in the Online Age



Zoella



Attitude

**LS: Product Contextual Knowledge test.** 25 marks [pass 21] ➔ re-sit as appropriate.

**How:** Google quiz format, range of multiple-choice and short response questions.

**When:** During study of first set product.

**Marking:** % final score.



**HS: Representation question, evaluating theory** based on *Zoella*. 15 marks.

**How:** Exam conditions using class/assessment period. Formal exam question requiring written response.

**When:** During delivery of set product *Huck* within the unit.

**Marking:** Written feedback with indication of 'band' within the mark scheme and % mark recorded on Go4Schools.



**LS: Product Contextual Knowledge test.** 25 marks [pass 21] ➔ re-sit as appropriate.

**How:** Google quiz format, range of multiple-choice and short response questions.

**When:** During study of first set product.

**Marking:** % final score.



**HS: Audience question** based on *Attitude*. 15 marks.

**How:** Exam conditions using class/assessment period. Formal exam questions requiring written response.

**When:** Conclusion of unit 5.

**Marking:** % of final score for each question and % total marks for assessment.



### Year 13 Re-Mock Exam

**HS: Cumulative - Year 13 exam.** A full **Component one** examination paper and a second adapted paper examining **Component two, Section A only**.

**How:** Exam conditions as scheduled by exams office. Formal exam questions requiring both short and extended written response.

**When:** After delivery of all units specific to component one.

**Marking:** Written feedback with indication of % mark for each question and notional 'Grade' for the entire assessment, mapped to the exam board mark scheme and recorded on Go4Schools. It will be made clear that a full component one assessment is reflective of **35% of the overall A-Level course** and that a additional component two question of 30 marks represents a further **12.5% of the overall A-Level course**.



# Assessment Schedule A-Level Media Studies – Year Two

## Summer Term 1

Knowledge Revision & Skills Practice



## Summer Term 2

Final Examination



A range of knowledge recall and technique-based practice activities, exam-style questions and revision sessions will be scheduled to support students in their final preparations for examination.

**Final Examination 2  
Component 2  
Media Forms and Products in Depth  
Wednesday 8<sup>th</sup> June, 2022**

**Final Examination 1  
Component 1  
Media Products, Industries and Audiences  
Friday 27<sup>th</sup> May, 2022**

