VCE MEDIA: Performance descriptors

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| **Media****SCHOOL-ASSESSED COURSEWORK** |
| **Performance descriptors** |
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|  | **DESCRIPTOR: typical performance in each range** |
| **Unit 4** **Outcome 2**Use evidence, arguments and ideas to discuss audience agency, media influence, media regulation and ethical and legal issues in the media. | **Key Skills** | **Very low** | **Low** | **Medium** | **High** | **Very high** |
| * analyse and discuss the changing relationship between the media and audiences
 | Identifies changes in the relationship between media and audiences | Outlines the changing relationship between media and audiences | Describes the changing relationship between media and audiences | Discusses the changing relationship between media and audiences  | Analyses significant aspects of the changing relationship between media and audiences |
| * analyse and evaluate the extent of the influence of the media and audiences
 | Identifies extent of the influence of the media and audiences | Outlines the extent and influence of the media and audiences | Examines the extent of the influence of the media and audiences | Analyses the extent of the influence of the media and audiences | Evaluates the extent of the influence of the media and audiences |
| * explain how media is used by globalised media institutions, governments and individuals
 | Identifies how media is used by globalised media institutions, governments and individuals | Defines how globalised media institutions, governments and individuals use the media  | Describes how globalised media institutions, governments and individuals use the media for specific purposes | Analyses how globalised media institutions, governments and individuals use the media  | Explains how globalised media institutions, governments and individuals use the media  |

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| **Continued** **Unit 4** **Outcome 2**Use evidence, arguments and ideas to discuss audience agency, media influence, media regulation and ethical and legal issues in the media. | **Key Skills** | **Very Low** | **Low** | **Medium** | **High** | **Very High** |
| analyse contemporary evidence, arguments and ideas to explain the influence of media and agency of audiences | Identifies arguments and ideas related to the influence of media and agency of audiences | Defines arguments and ideas that describe the influence of media and agency of audiences | Discusses contemporary evidence, arguments and ideas to analyse the influence of media and agency of audiences | Examines contemporary evidence, arguments and ideas to analyse the influence of media and agency of audiences | Analyses contemporary evidence, arguments and ideas to explain the influence of media and agency of audiences |
| Explain and discuss regulation of the media and audiences in Australia | Identifies aspects of the regulation of media and audiences in Australia | Defines the regulation of media and audiences in Australia | Describes the regulation of media and audiences in Australia | Discusses the regulation of media and audiences in Australia.  | Explains the regulation of media and audiences in Australia.  |
| analyse issues and challenges relating to regulation and control of the media | Defines issues and challenges relating to regulation and control of the media | Outlines issues and challenges relating to regulation and control of the media | Describes issues and challenges relating to regulation and control of the media | Examines issues and challenges relating to regulation and control of the media | Analyses issues and challenges relating to regulation and control of the media |
| evaluate ethical and legal issues in the media | Identifies ethical and legal issues in the media | Outlines ethical and legal issues in the media | Examines ethical and legal issues in the media | Analyses ethical and legal issues in the media | Evaluates ethical and legal issues in the media |
| use media language in analysis, evaluation and discussion. | Uses media language to identify concepts, arguments and ideas | Uses media language to outline concepts, arguments and ideas | Applies media language to examine concepts, arguments and ideas | Applies media language to analyse concepts, arguments and ideas | Applies media language to evaluate concepts, arguments and ideas |

KEY to marking scale based on the Outcome contributing 40 marks

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| **Total Marks** | **Very Low** | **Low** | **Medium** | **High** | **Very high** |
| 40 marks | 1 - 8 | 9 - 16 | 17 - 24 | 25 - 32 | 33 - 40 |