Current Performance Indicators

Media		
Students who <u>consistently</u> show evidence that they can:		Have a CPI of
Demonstrate excellent, detailed and accurate knowledge/understanding with highly appropriate and thorough reference to set texts to support points. Analyse products in thorough detail.	AO1	9 Or 8
Make excellent, consistent use of the theoretical framework: Media Language, Industries, Audiences and Representations.	AO1	
Consistently provide highly appropriate use of subject terminology and detailed, accurate reference to named theories.	AO2	
Create excellent, well-reasoned judgements and conclusions.	AO1 AO2	
Make excellent, detailed and apt comparisons between set texts and unseen products.	AO2	
Provide excellent, detailed analysis of set texts and unseen products, which engages fully with complex aspects of the given task focus.	AO2	
Create a product which uses genre conventions consistently and engages the intended audience imaginatively.	AO3	
Use media language to communicate meanings in a complex way, through intertextuality, deliberate use of connotations and points of view.	AO3	
Utilise a very effective narrative or design, use media language to construct appropriate representations.	AO3	
Show good, accurate knowledge/understanding with appropriate reference to set texts to support points. Analyse products in reasonable detail.	AO1	7 or 6
Make good, secure use of the theoretical framework: Media Language, Industries, Audiences and Representations.	AO1	
Provide secure and appropriate use of subject terminology and accurate reference to named theories.	AO2	
Create good, reasoned judgements and conclusions.	AO1 AO2	
Make good, accurate comparisons between set texts and unseen products.	AO2	
Provide good, accurate and reasonable analysis of set texts and unseen products, which engages with appropriate aspects of the given task focus	AO2	
Create a product which uses generally relevant genre conventions and engages the intended audience appropriately.	AO3	
Use media language to communicate meanings in a reasonably complex way with good control of connotations/POV, perhaps unintentionally.	AO3	
Utilise an effective narrative or design, use media language to construct generally appropriate representations.	AO3	
Show satisfactory, generally accurate knowledge/understanding with some reference to set texts to support points. Analyse products in some less-developed detail.	AO1	5
Make satisfactory, generally relevant use of the theoretical framework: Media Language, Industries, Audiences and Representations.	AO1	
Generally provide appropriate use of subject terminology and make generally accurate references to named theories.	AO2	

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Create satisfactory, generally-reasoned judgements and conclusions.	AO1 AO2	**or** **4**
Make satisfactory comparisons between set texts and unseen products, although there may be more focus on one of the products.	AO2	
Provide satisfactory analysis of set texts and unseen products, which likely focuses on the obvious and may be descriptive at times.	AO2	
Create a product which uses some genre conventions inconsistently and engages the intended audience generally.	AO3	
Use media language to communicate meanings in an uncomplicated way with occasional control of connotations.	AO3	
Create a satisfactory narrative or design, use media language to construct uncomplicated representations.	AO3	
Show basic knowledge/understanding with some reference to set texts to support points. Analyse products in little detail.	AO1	**3** **or** **2**
Make basic use of the theoretical framework: Media Language, Industries, Audiences and Representations.	AO1	
Generally provide basic use of subject terminology which lacks relevance, clarity and accuracy, and make basic references to named theories.	AO2	
Create basic judgements and conclusions, which may not be reasoned.	AO1 AO2	
Make basic comparisons between set texts and unseen products which are likely to focus on one of the products.	AO2	
Provide basic analysis of set texts and unseen products, with a tendency to be descriptive for the majority of the response.	AO2	
Create a product which uses genre conventions occasionally and may interest the intended audience inconsistently.	AO3	
Use media language to communicate basic meanings with little awareness of connotations.	AO3	
Create a basic narrative or design, use media language to construct basic representations.	AO3	
Show basic knowledge/understanding with some reference to set texts to support points. Analyse products in little detail.	AO1	**1**
Make minimal, if any, use of the theoretical framework: Media Language, Industries, Audiences and Representations.	AO1	
Provide minimal, if any, use of subject terminology which is often inaccurate, irrelevant or unclear, and make minimal, if any, reference to named theories.	AO2	
Fail to provide any judgements and conclusions.	AO1 AO2	
Make minimal, if any, comparisons between set texts and unseen products – the response is likely to refer to only one product.	AO2	
Provide minimal, if any, analysis of set texts and unseen products – the response is descriptive.	AO2	
Create a product with minimal use of genre conventions which is unlikely to engage the intended audience.	AO3	
Use minimal amounts of media language to communicate extremely limited meanings with little awareness of connotations.	AO3	

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Create minimal evidence of narrative or design, use media language to construct extremely limited representations.	AO3	