



Harrow Way
Community School
Learning for life, success for all



KS3 End Points

MEDIA

Strand	Platinum	Gold	Silver	Bronze
Analyse Media Products	Excellent analysis with detailed use of media language that focuses on connotations, making succinct links to well-chosen examples	Good analysis that makes clear attempt to explore connotations and meanings of products and their typicality	Emerging analysis making use of some appropriate media terminology but may lapse into description	Limited ability to analyse Media Products (describes media products without analysis)
Understanding of Representation	Gives explanations of analysis of representation showing an awareness of the impact that context and producers have on how representations are constructed	Makes good analysis of representation and starts to think about the impact of context	Makes basic comments about representation but may describe	Makes minimal reference to representation
Understanding of Context	Makes reasoned connections between well-chosen examples of context and the influence of such on media texts	Uses examples of how context has influenced decisions made	Shows a basic awareness of context	Shows minimal understanding of context i.e shows awareness of whether a text is modern
Understanding of Audience and Industry	Explains the influence that audience and industry have on media products through well-chosen examples and appropriate use of media theories and terminology	Makes clear connections between media products and the influence that audience and industry have on these. Makes use of some appropriate media terminology	Makes simple points about audience and industry but not does not explain fully	Shows limited understanding of the impact of audience and industry on media products