**PROFICIENCY SCALE**

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<tr>
<th>DBA: Media</th>
<th>Subject: Media</th>
<th>Unit 3, AOS1: Narrative &amp; Ideology</th>
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I can analyse how narratives are constructed and distributed and how they engage, are consumed and are read by the intended audience and present day audiences.

| Very High | • Analyse the characteristics and construction of media narratives using sophisticated and highly relevant examples from media products studied.  
|           | • Analyse the relationship between function of media and conventions to convey meaning using sophisticated and comprehensively explored examples.  
|           | • Analyse the relationship between media narratives and audiences, and how audiences read, consume and are engaged by different media narratives using highly relevant examples.  
|           | • Analyse and compare how ideologies shape media narratives using sophisticated examples from relevant media products and context.  
|           | • Analyse the relationship between media narratives and the ideological and instructional contexts of production, distribution, consumption and reception.  
|           | • Consistent and sophisticated use of media language. |

*In addition to Score 3.0, in-depth inferences and applications that go beyond instruction to the standard. No major errors or omissions regarding the score 4.0 content.*

| High | • Discuss the characteristics and construction of media narratives using highly relevant examples from media products studied.  
|      | • Discuss the relationship between the function of media codes and conventions to convey meaning using highly relevant examples from media products studied.  
|      | • Discuss the relationship between media narratives and audiences, and how audiences read, consume and are engaged by different media narratives from different periods of time.  
|      | • Analyse how ideologies shape media narratives.  
|      | • Discuss the relationship between media narratives and the ideological and institutional contexts of production, distribution, consumption and reception.  
|      | • Consistent and confident use of media language. |

*No major errors or omissions regarding the score 3.0 content.*

| Medium | • explain the characteristics and construction of media narratives using relevant examples (codes- technical, symbolic, written, conventions- story, genre, form, audience, construction, production, distribution, consumption, reception).  
|        | • discuss the relationship between and the function of media codes and conventions to convey meaning using relevant examples.  
|        | • describe the relationship between media narratives and audiences, and how audiences read, consume and are engaged by different media narratives from different periods of time (context- social, cultural, creative and institutional, discourse, themes, values, attitudes, ideas, time periods, locations).  
|        | • discuss how ideologies shape media narratives (ideology, discourse, themes, ideas).  
|        | • describe the relationship between media narratives and the ideological and institutional contexts of production, distribution, consumption and reception.  
|        | • Consistent use of media language. |

*No major errors or omissions regarding the simpler details and processes but major errors or omissions regarding the more complex ideas and processes.*

| Low | With help, a partial understanding of some of the simpler details and processes and some of the more complex ideas and processes. |

**Key language in scale:**

Explain - determine and connect the key concepts or ideas raised in the question and the role that they play.

Discuss - present the idea or concept raised in the question from all sides with a reasoned exploration of impact. You should include evidence to support your discussion from relevant sources.

Describe - give an account, explore the key ideas, process or concept using evidence to support your description.

Analyse - a critical examination identifying the essential elements or features of the concept raised in the question/prompt. Describe and relate examples and evidence from relevant sources to support your examination.
Compare - to explain points of similarity and difference. It is not enough to list the similarities and differences, you need to explain how the idea or concepts are alike and how they differ.
Consistent - not containing any logical contradictions or errors; used in the same way, correctly.
Confident - showing of certainty about something
Sophisticated - developed to a high degree of complexity; aware of and able to interpret and explore complex issues
Comprehensive - including or dealing with all or nearly all elements or aspects of a concept or idea.

Reflection/assessment: at the end of each week, reflect on your progress through the scale, and put a mark in the box that best indicates where you think you are. Join the weeks with a line to track your progress.

Individual reflection - why have you placed yourself on the scale where you have? What evidence do you have, and what do you need to keep working on?

End of unit reflection - what will you do to prepare for the exam?