

# Media analysis

## Level 3

- You can describe media texts in your own words.
- You can explain what a media text is about, or what it is saying. (For example, you can explain the story of a film, or the message of a poster.)
- You can pick out some details in texts. For example, you can refer to particular camera shots, or to particular images.)
- When explaining your ideas, you use clear sentences.

## Level 4

- You can describe media texts in some detail.
- You can read under the surface of a media text. (For example, what clues are there in a sequence about what is going to happen? What can we tell from a particular camera shot? How does an image make you feel?)
- You can refer to details. For example, you may need to refer to a particular camera shot, or a detail in a website, or a part of a picture, or a moment in a film...
- When explaining your ideas, you use words that make sentences more complicated, like "Although...", "...which...", "Because...", "Having...", and so on.

## Level 5

- You read *further* under the surface of media texts. (For example, how is a viewer meant to feel, and why? What does a detail in a picture suggest? How are particular types of people represented in a film or a TV programme?)
- You can refer to more detailed evidence to support your ideas.
- You use technical terms to describe media texts.
- When explaining your ideas, you make your sentences more complex, by using more words which start or join sentences, such as "Consequently...", "Similarly...", "...especially...", "...although..." and so on.

## Level 6

- You show that you are aware of different layers of meaning in media texts. For example, you can explain the symbolism in an image or a sequence.
- You can talk and write about the way effects are created. You can explain how the producer of a text has used genre conventions, camera shots, images, iconography, visual effects, and graphics. You also understand how narratives are structured.
- You use technical terms confidently, to describe these techniques.
- You can express your personal view of media texts, and you can compare different texts.

- You back up all your ideas about media texts up, by referring to details.
- When explaining your own ideas, you express complicated ideas in more interesting ways - finding more exact words, or unusual phrases.

## Level 7

- You write and talk confidently about meanings and ideas in media texts - about what the producers of media texts are saying, and about how they are telling stories, or expressing ideas or feelings, or persuading.
- You always refer to well-chosen details, to support your ideas.
- You can also explain the techniques that the makers of media texts are using to do these things.
- You always use technical terms to describe the way they are structured, or their use of language, or the kinds of camera shots in a film sequence for example.
- You can show that you have your own views on media texts, and that these views are based on thoughtful reading.
- You can evaluate media texts - judge how effective they are, and back this up with reasons and references to details.
- When explaining your ideas, you choose words and structure sentences carefully, to be as clear as possible and to interest your audience.

## Level 7 +

- You understand and explain more subtle points about how media texts are constructed, and express these ideas eloquently.
- You confidently use a wide range of technical terms to describe techniques and effects in texts.
- You select and analyse information and ideas from texts in very thoughtful and efficient ways.
- When explaining your ideas, you choose words and sentence structures which convey what you mean in a very exact way, and which make fine distinctions between ideas.

# Media production

## Level 3

- You are careful when producing media texts.
- You think about how to make your texts interesting for an audience or reader.
- You use some techniques that you have seen in real media texts.

## Level 4

- You are always careful when producing texts.
- You make your media texts interesting, by using details and being inventive. You think about the effect of details on the reader or viewer.
- You structure, or organise, your own media texts in effective ways. For example, you think about how to arrange different camera shots in an effective order.

## Level 5

- You are careful and thoughtful when producing texts.
- You use some of the ways you have seen and discussed to make media texts interesting, or effective. You are starting to imitate the methods that professionals use.
- You show that you are aware of the audience and the purpose of a media text. You understand what genre it is, and so what conventions or style you need to use.

## Level 6

- You are careful, thoughtful and inventive when producing texts.
- You use more of the techniques that you have seen used in professionally-produced media texts - to make them interesting, persuasive, enjoyable, or effective in some other way.
- You show that you are very aware of the audience that a text is for, how to suit it to them, and how to hold their attention.

## Level 7

- You work hard to make texts as professional as possible.
- You use a wide range of techniques that you have seen in professionally-produced media texts, but in a way that is original, and that makes them your own.
- You use techniques confidently and interestingly, in a way that shows clear awareness of audience and purpose.
- You always make your media texts thoughtfully organised, and carefully structured.

## Level 7+

- You try to make your own media texts as close as possible to professional media texts.
- You select thoughtfully from the techniques that you know for making media texts interesting or effective. You know exactly how to create particular effects, or interest the audience, or be persuasive, or be emotive, or argue a case...
- You invent original ways of expressing ideas, or of telling stories in an unusual or surprising way.