

Media Year 10	Emerging	Developing	Securing	Mastering
Media Language Analysis	Describes surface-level features (e.g. colours, camera shots) without explanation of meaning.	Identifies features of media language and offers some explanation of meaning or effect.	Explains how media language is used to create meaning and engage audiences, with developing use of examples.	Begins to analyse how techniques construct meaning. Explains effects using appropriate terminology and examples.
Producer Motives and Choices	Recognises producers make choices but gives limited or vague explanations.	Identifies some choices and gives partial explanation of intended effect or audience response.	Explains producer decisions using examples, with growing awareness of audience and purpose.	Begins to analyse how and why producers construct products to target and influence audiences.
Knowledge and application of representation	Identifies a representation without explanation.	Describes how groups or individuals are shown, with some reference to stereotypes or purpose.	Explains how representation is constructed using media language. Begins to consider messages, values or viewpoint.	Analyses how and why representation is shaped. Begins to link to context or ideology.
Knowledge and application of contexts	Shows limited understanding of relevant contexts. May reference a vague social or historical idea.	Identifies relevant contexts (e.g. gender, time period) and begins to link them to the media product.	Explains how context affects the creation or meaning of a product, with growing reference to time, culture or society.	Makes increasingly precise links between context and the way meaning is shaped or interpreted.
Definitions and Theories	Uses occasional media terms with little understanding. May name a theory without applying it.	Uses some basic media vocabulary and begins to apply simple concepts or named theories.	Uses relevant terms with growing accuracy. Applies simple theories (e.g. Propp, stereotypes, Uses & Grats) to support points.	Applies a range of key terms and theories confidently to strengthen explanation or interpretation.
Production	Creates a basic media product with limited relevance to audience or genre.	Produces a recognisable product with developing awareness of conventions and audience.	Applies appropriate genre conventions and basic representation techniques to engage audience.	Designs a coherent product with controlled use of media language and increasing sophistication in audience appeal.

Media Year 11	Emerging	Developing	Securing	Mastering
Media Language Analysis	Describes simple elements of media language with limited accuracy or explanation.	Identifies media language features and gives some explanation of effect but may be generalised.	Analyses how media language is used to create meaning with increasing accuracy and supporting examples.	Offers confident, precise analysis of media language with sustained judgements and insight into constructed meaning.
Producer Motives and Choices	Shows limited awareness of producer decisions. May generalise about purpose or effect.	Identifies some producer choices with partial explanation of purpose or intended audience effect.	Explains how and why producers make choices to construct meaning, with some reference to audience and context.	Analyses and evaluates producer intentions with detailed insight and critical judgement.
Knowledge and application of representation	Identifies a representation in basic terms (e.g. "this shows a woman"). Little sense of construction or purpose.	Recognises how groups or individuals are represented. Begins to explain selection or viewpoint.	Explains how representation is constructed and how it conveys messages or values, using appropriate examples.	Evaluates representations in context, showing critical awareness of construction, viewpoint, and ideology.
Knowledge and application of contexts	Shows limited knowledge of media contexts (e.g. historical, social). Comments are generalised or vague.	Identifies relevant contexts and begins to link them to products, though not always securely.	Explains how media products reflect and respond to relevant contexts with supporting knowledge.	Identifies a representation in basic terms (e.g. "this shows a woman"). Little sense of construction or purpose.
Definitions and Theories	Uses limited subject-specific terminology. May name a theory but not apply it.	Uses some terminology and begins to apply key terms or theories with partial success.	Applies key terms and selected theories appropriately to support analysis or explanation.	Confidently applies a range of relevant theories and critical vocabulary with precision and purpose.
Production	Produces a basic response showing limited awareness of genre or audience. Little evidence of planning or control.	Creates a media product with some appropriate use of conventions and awareness of target audience.	Demonstrates control of media language, with thoughtful decisions that generally suit genre, purpose and audience.	Creates a polished, original product that confidently applies media language and representation to engage the target audience.