



**National Qualifications
Internal Assessment Report 2012
Media Studies**

The purpose of this report is to provide feedback to centres on verification in National Qualifications in this subject.

National Qualifications (NQ) Units

Titles/levels of NQ Units verified:

- ◆ Media Studies (Intermediate 1, Intermediate 2, Higher)
- ◆ DF14 Media Analysis: Fiction
- ◆ DF15 Media Analysis: Non- Fiction
- ◆ DF16 Media Production

General comments

All centres verified had a clear understanding of the national standards and this was evidenced by the assessments.

Unit specifications, instruments of assessment and exemplification materials

With one or two exceptions, assessors showed that they were familiar with these.

All instruments of assessment conformed to the requirements of the Unit Specifications and the levels being assessed.

It should be noted however that assessments must be under controlled conditions and must be carried out in the time allowed for such assessment. Assessments should not be given as an assignment to be submitted at a later agreed date.

Evidence Requirements

Most of the centres verified indicated a clear understanding of the Evidence Requirements through their submissions.

It should be noted that appropriate and non-ambiguous instructions should be given to candidates. This includes a detailed 'Brief' for the Media Production Unit and marks indicated for each question at Intermediate 1.

Administration of assessments

At central verification it is difficult to verify how a centre administers assessments but it is evident from the assessments submitted for verification that assessments are at the appropriate level and as a result there is evidence of internal verification procedures.

In the few instances where submissions were not approved because of insufficient evidence or inappropriate assessment instruments this would indicate a lack of robust internal verification procedures.

Areas of good practice

Good clear instructions accompanying instruments of assessment helped candidates to understand the requirements of the assessment.

Very good feedback given to candidates regarding the assessment gave them encouragement and improvement strategies.

Checklists and marking instructions aided the verification process.

Specific areas for improvement

In some cases, more robust internal verification procedures would flag up inappropriate assessment instruments or insufficient evidence submitted for verification.

Candidates should be encouraged to integrate 'Key Aspects' when answering assessments and to use media terminology where appropriate.