



**National Qualifications 2011
Internal Assessment Report**

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

(ie freestanding Units which contribute to NPAs or NCs etc.)

Titles/levels of NQ Units verified

DF14 Media Analysis: Fiction (All levels)

DF15 Media Analysis: Non Fiction (All levels)

DF16 Media Production (All levels)

General comments

Central verification indicated that, with a few exceptions, all centres have a clear and accurate understanding of the requirements of the national standards.

This has been enhanced by the support given by SQA through the exemplars recently published for all Units and at all levels, as well as Examiners' and Senior Verifiers' reports which give guidance to assessors.

Unit specifications, instruments of assessment and exemplification materials

Assessors have shown that they are familiar with the above. This has been confirmed by the assessments verified at central verification. There were two or three exceptions where assessment decisions were Not Accepted but this is dealt with under 'Areas for improvement'.

Evidence Requirements

There is a clear understanding of Evidence Requirements and this has been shown by the good work of candidates.

Administration of assessments

With the exception of the cases mentioned above, all assessments verified at central verification were at the appropriate level. The few centres where assessments were Not Accepted need to revise their internal verification procedures as good and robust procedures would flag up problems with assessment decisions.

Areas of good practice

Central verification by its nature does not give a whole picture of a centre as many of the assessment instruments are standard or taken from NABs or exemplars. However, it is correct to say that the standard of candidate assessment indicates that centres are observing good practice.

Specific areas for improvement

Some of areas noted for improvement were as follows:

- ◆ Details of the assessment instrument should accompany candidates' assessments.
- ◆ In one or two instances, verifiers had to guess from candidate evidence what was being asked of the candidate.

- ◆ For the Media Production Unit the brief given to candidates should be detailed and unambiguous, and should be included in the documentation which accompanies candidate assessments.
- ◆ In some cases, assessments were returned to candidates with no comments just ticks and 'pass.' It is important that comments are made by the assessor to explain decisions, to give guidance and to indicate room for improvement. This helps candidates to improve performance for the external exam.
- ◆ The Units indicate that a 'Text' should be analysed. This means a whole text and not part of a text, for example a film but not a trailer for a film. The trailer can, however, be used in the Unseen Analysis if the Course is being attempted.
- ◆ All Key Aspects must be addressed across both the Fiction and the Non Fiction Unit assessments. It is not a requirement to cover all Key Aspects for the Fiction assessment and then all Key Aspects for the Non-Fiction assessment.
- ◆ Good and robust internal verification should identify wrong assessment decisions so situations where centres' assessments are Not Accepted can be avoided.
- ◆ Support is available from SQA if centres are unsure regarding any aspect of the Units or assessment.