

A22 Journalism Research and Production Advanced Portfolio – Internal Assessment

Assessment Evidence Marking Bands

	Mark Band 1	Mark Range	Mark Band 2	Mark Range	Mark Band 3	Mark Range	Mark Band 4	Mark Range
AO1 8 marks	Shows limited understanding of journalistic concepts. Basic analysis of the impact of digital media	1-2	Shows developing understanding of journalistic concepts and contexts with reference to digital media and convergent technology and roles	3-4	Shows consistent understanding with confident and well-informed analysis of the concepts and contexts of both traditional and online journalism.	5-6	Understanding is sustained and assured. Analysis is highly developed and on occasions, genuinely innovative. Connections with the work of others are perceptive and insightful.	7-8
AO2 27 marks	Minimal evidence of primary research and limited demonstration of skills to plan and produce journalism content based on this research	1-7	Some evidence of primary research used to inform and plan a journalism product produced to a reasonable technical standard	8-14	Comprehensive understanding and knowledge of research techniques, used effectively in the production of content to a good technical level	15-21	Outstanding application of informed and well planned research producing content independently produced with a high level of technical competence	22-27
AO3 15 marks	A limited ability to reach informed judgements with minimal audience feedback and limited self evaluation	1-3	Shows a reasonable ability to evaluate own work in response to audience feedback and in relation to industry produced content	4-6	Well informed judgements on produced work in relation to style and content of broadcasters with a clear understanding of ethical responsibilities	7-10	Perceptive self-reflection and analysis of evidence is used to evaluate own practice in relation to all relevant industry conventions and audience feedback.	11-15
							Total Mark	50 marks