

## Assignment 1 Task 1: Analyse and Respond- Analysis of 2 Magazine Covers

Level 6	
<p><b>•9–10 marks</b></p> <ul style="list-style-type: none"><li>•I have written at least 250 of my own words about each magazine cover.</li><li>•I have used Media Language and Terminology in each comment.</li><li>• I have used at least 3 specific Magazine terms (e.g Masthead) and explained why they are effective.</li><li>• I have identified the target audience by at least 4 criteria (e.g age, gender, lifestyle, likes/dislikes, social background)</li><li>•I have effectively explained HOW and WHY the magazine appeals to the target audience and HOW and WHY the content, colours and design appeal to the target audience</li><li>• I have referred to Media Concepts such as Maslow's Hierarchy, Uses and Gratifications, Representation or the Male Gaze in relation to the target audience.</li><li>• My work is attractive and very well presented</li></ul>	
Level 5	
<p><b>7–8 marks</b></p> <ul style="list-style-type: none"><li>•I have written at least 250 of my own words about each magazine cover.</li><li>•I have used Media Language and Terminology in almost all comments.</li><li>• I have used at least 2 specific Magazine terms (e.g Masthead) and explained why they are effective.</li><li>•I have identified the target audience by at least 3 criteria (e.g age, gender, lifestyle, likes/dislikes, social background)</li><li>• I have explained HOW and WHY the magazine appeals to the target audience but some of my comments could have more clear explanation about the specific appeal to the audience.</li><li>• I may have have referred to Media Concepts such as Maslow's Hierarchy, Uses and Gratifications, Representation or the Male Gaze in relation to the target audience.</li><li>• My work is well organised and presented</li></ul>	

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Level 4	
<p><b>•5-6 marks</b></p> <ul style="list-style-type: none"> <li>•I have written about 250 of my own words about each magazine cover</li> <li>•I have used Media Language and Terminology in about half of my comments.</li> <li>• I have used at least 1 specific Magazine terms (e.g Masthead) and may have explained why it is effective.</li> <li>• I have identified the target audience using at least 2 criteria. (e.g age, gender)</li> <li>•I have explained HOW and WHY the magazine is appealing and I often relate these comments to the specific target audience.</li> <li>• My work is well organised and presented</li> </ul>	
Level 3	
<p><b>3–4 marks</b></p> <ul style="list-style-type: none"> <li>•I have written about 250 of my own words about each magazine cover</li> <li>•I have used Media Language and Terminology once or twice in my comments.</li> <li>• I may have used 1 specific Magazine term (e.g Masthead)</li> <li>• I have identified the target audience</li> <li>•I have explained HOW some parts of the magazine appeals to the target audience.</li> <li>• My comments generally identify parts of the magazine but only sometimes connect them to the audience.</li> <li>• My work is OK in terms of organization</li> </ul>	
Level 2	
<p><b>3–4 marks</b></p> <ul style="list-style-type: none"> <li>•I have written about less than 150 words about each magazine</li> <li>•I have used almost no or no Media Language and Terminology in my comments.</li> <li>• I may have simplistically identified the target audience</li> <li>•I have sometimes explained HOW parts of the magazine appeals to the target audience but my comments lack any detail</li> <li>• My comments generally identify parts of the magazine but don't connect them to the audience.</li> <li>•My work is badly organised.</li> </ul>	

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