

GCSE English Media Assignment

What does the cover of magazine say about the of 2007?

Task:

Write an article for magazine, explaining why you agree or disagree with its portrayal of men or women in 2007.

Assessment criteria:

- i. Communicate clearly and imaginatively, using and adapting forms for different readers and purposes
- ii. Organise ideas into sentences, paragraphs and whole texts using a variety of linguistic and structural features
- iii. Use a range of sentence structures effectively with accurate punctuation and spelling

EN3 – MEDIA (i; ii)	
A* 17 – 18	<ul style="list-style-type: none"> • Writing is elaborate or concise, vigorous or restrained, according to purpose and audience • Employs wide vocabulary • Uses precise, fluent style • Uses highly convincing paragraph structures
A 15 – 16	<ul style="list-style-type: none"> • Writing is shaped • Demonstrates assured control of style • Uses range of grammatical constructions accurately • Uses well constructed paragraphs • Paragraphs linked to clarify organisation of writing as a whole
B 13 – 14	<ul style="list-style-type: none"> • Writing is coherent and controlled • Demonstrates assured match of style and form to purpose and audience • Follows syntactical conventions • Uses paragraphs to aid meanings
C 11 – 12	<ul style="list-style-type: none"> • Adapts style and form to purpose and audience • Uses range of sentence structures to create effects • Uses varied vocabulary to create effects • Engages and sustains reader's interest • Paragraphs make meanings clear
D 9 - 10	<ul style="list-style-type: none"> • Usually matches style and form to purpose • Usually matches style and form to audience • Begins to use some variety of sentence structures to achieve effects • Uses clear paragraphs • Begins to use some variety of vocabulary to achieve effects • Engages interest of reader

	Skills descriptors (AO3iii)
A*/A/B 7 - 9	<ul style="list-style-type: none"> • Uses a full range of appropriate sentence structures • Achieves a high level of technical accuracy in spelling • Achieves a high level of technical accuracy in use of a wide range of punctuation
C/D/E 4 - 6	<ul style="list-style-type: none"> • Uses a range of securely controlled sentence structures for effect • Some accurate spelling of more complex words • Uses a range of punctuation which helps to clarify meaning and purpose
F/G/U 1 - 3	<ul style="list-style-type: none"> • Some writing in sentences • Some accuracy in spelling of simple words • Some evidence of conscious attempts at punctuation

Your magazine -planning grid (draw it on a separate piece of paper if it's too small):

Title:
Target audience:
Cover images:
What do the images suggest about the target audience?
Cover stories:
What do the stories suggest about the target audience?
Content – adverts:
What do the adverts suggest about the target audience?