

Example 8: Is product placement ethical?

Moderator comments

Criterion	Marks available	Marks awarded
A	3	3
B	3	3
C	3	3
D	3	2
E	3	2
F	3	2
G	3	3
H	3	3
I	3	3
J	3	2
Total	30	26

General comments

This is an original and rigorous reflective project. The student has chosen a promising topic that provides a clear ethical context to investigate. They show a sound understanding of the issue and present their arguments clearly, supporting them with evidence.

Criterion A: The issue in context

The paper is well documented and the issue is analysed in a balanced way. The student is able to draw on their own personal and professional experiences as a camera operator to establish a context for the investigation. A sound knowledge and understanding of the issue is shown by a clear examination of the legal and historical context of product placement. Different perspectives are represented, including market researchers and government regulators. Finally, the bibliography includes two books and it is evident that the student has learned from them.

Criterion B: Community awareness

There is obvious community awareness here. The interview is very relevant because it has been done with a specialist and not a friend or a relative.

Criterion C: The ethical dimension of the issue

Overall the investigation shows a strong grasp of the ethical issues of product placement and addresses them directly. This is particularly evident in the section "Children and product placement" where the student begins to develop their ideas and support them with evidence. The student has also defined ethics and showed how it fits into his reflective project.

Criterion D: Cultural awareness

There is need for improvement here. The student evaluates quite well the impact of product placement from a variety of point of views. He or she begins to explain why this phenomenon happens in the studied societies and compares them to non-capitalist countries. However, the ideas could have been developed further.

Criterion E: Reasoning

The investigation presents a clear perspective on the issue and supports it with relevant evidence. However the end is a bit superficial: it's limited to negative aspects, positive aspects and a conclusion. There are only a few sentences for each of them so the conclusion is not very original.

Criterion F: Supporting evidence

The paper is full of data and the argument is clear and supported with a variety of sources. Overall a good range of secondary evidence, drawn from both books and the internet is included such as referring to case studies of product placement in particular films and using statistical data to strengthen arguments.

Criterion G: Student voice

This is a very personal text based on an experience in Australia that is very well integrated in the reflective project.

Criterion H: Reflection

The student shows some ability to reflect on and develop insights based on their investigation. There is an obvious touch of self-reflection.

Criterion I: Communication

For the most part the language chosen is clear and appropriate and key terms are explained, such as distinguishing between product placement and advertising.

Criterion J: Presentation

The investigation is well structured, featuring a clear and concise introduction and well defined sections that relate logically each other. However, the sections in general, and the conclusion in particular, tend to be rather self-contained and don't consistently build on and develop what has come before.