

## Achievement Standard

**Subject Reference** Media Studies 2.2

**Title** Close read unfamiliar media text

**Level** 2      **Credits** 3      **Assessment** Internal

**Subfield** Social Science Studies

**Domain** Media Studies

**Status** Expiring      **Status date** 17 November 2011

**This achievement standard is expiring. Assessment against the standard must take place before the expiry date set out below.**

**Expiry date** 31 December 2012      **Date version published** 17 November 2011

This achievement standard requires close reading of unfamiliar media text.

### Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> <li>Describe how elements of media language contribute to meaning in unfamiliar media text.</li> </ul>	<ul style="list-style-type: none"> <li>Explain how elements of media language contribute to meaning in unfamiliar media text.</li> </ul>	<ul style="list-style-type: none"> <li>Analyse how elements of media language contribute to meaning in unfamiliar media text.</li> </ul>

### Explanatory Notes

- Media text* is a complete short text or an extract from a longer text.
- Unfamiliar* means that students will not have studied the media text, or section of media text, prior to assessment. Before undertaking assessment of unfamiliar media text, students should have read widely from a variety of media texts and/or done close reading of several sequences of an extended text.
- Read* means the receiving, processing and interpreting of media texts – through viewing, listening and/or reading.
- Media language* encompasses all the ways in which media text is constructed to communicate with an audience, through verbal, visual, aural language (eg lighting, layout, shots, typography, images, sound).

- 5 Definitions
- *Describe* means to give a detailed account.
  - *Explain* means to support with reasons and/or justify.
  - *Analyse* goes beyond identifying and explaining by carrying the study to wider implications, issues and/or ramifications.
- 6 Students are expected to use examples to support their responses.
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### Replacement Information

This achievement standard, unit standard 7464, and AS90280 have been replaced by AS91249.

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### Quality Assurance

- 1 Providers and Industry Training Organisations must have been granted consent to assess by NZQA before they can register credits from assessment against achievement standards.
- 2 Organisations with consent to assess and Industry Training Organisations assessing against achievement standards must engage with the moderation system that applies to those achievement standards.

Consent and Moderation Requirements (CMR) reference

0226