

Achievement Standard

Subject Reference Media Studies 1.2

Title Demonstrate understanding of selected elements of media text(s)

Level 1 **Credits** 3 **Assessment** Internal

Subfield Social Science Studies

Domain Media Studies

Status Registered **Status date** 30 November 2010

Planned review date 31 December 2014 **Date version published** 30 November 2010

This standard involves demonstrating understanding of selected elements of media text(s).

Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> Demonstrate understanding of selected elements of media text(s). 	<ul style="list-style-type: none"> Demonstrate in-depth understanding of selected elements of media text(s). 	<ul style="list-style-type: none"> Demonstrate comprehensive understanding of selected elements of media text(s).

Explanatory Notes

1 This achievement standard is derived from the Social Sciences learning area of *The New Zealand Curriculum*, Learning Media, Ministry of Education, 2007, and the Level 6 Reading Media Texts strand of the *Teaching and Learning Guide for Media Studies*, Ministry of Education, 2010 available at <http://seniorsecondary.tki.org.nz/>.

2 *Demonstrate understanding* involves:

- mostly using relevant media language to describe selected elements of media text(s); and
- describing the effect(s) of the selected elements.

Demonstrate in-depth understanding involves:

- using relevant media language to describe selected elements of media text(s) and their effect(s); and
- giving reasoned explanations for the effects of the selected elements.

Demonstrate comprehensive understanding involves:

- using relevant media language to describe selected elements of media text(s) and their effect(s); and
- giving reasoned explanations of how or why the selected elements combine to create effects.

Media text(s) could be a part or whole of a media product such as a television programme, radio programme, film, feature article, web page, or music video.

Selected elements means that students consider a range of features of media text(s). These features are the broader categories of the language, structure and conventions of a medium, such as camera work, typography, page design, and sound. For example, in film text(s) this may include a comment on the use of each of: ECU (camera work), backlighting (lighting), and diegetic sound (sound).

Reasoned means a logical argument supported by specific evidence.

- 3 Conditions of Assessment related to this achievement standard can be found at www.tki.org.nz/e/community/ncea/conditions-assessment.php.
-

Quality Assurance

- 1 Providers and Industry Training Organisations must be accredited by NZQA before they can register credits from assessment against achievement standards.
- 2 Accredited providers and Industry Training Organisations assessing against achievement standards must engage with the moderation system that applies to those achievement standards.

Accreditation and Moderation Action Plan (AMAP) reference

0233