

Achievement Standard

Subject Reference	Media Studies 2.1		
Title	Demonstrate understanding of the relationship between a media product and its audience		
Level	2	Credits	3
		Assessment	External
Subfield	Social Science Studies		
Domain	Media Studies		
Status	Registered	Status date	17 November 2011
Planned review date	31 December 2014	Date version published	17 November 2011

This achievement standard involves demonstrating understanding of the relationship between a media product and its audience.

Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> Demonstrate understanding of the relationship between a media product and its audience. 	<ul style="list-style-type: none"> Demonstrate in-depth understanding of the relationship between a media product and its audience. 	<ul style="list-style-type: none"> Demonstrate critical understanding of the relationship between a media product and its audience.

Explanatory Notes

- This achievement standard is derived from the Level 7 achievement objectives in the Social Sciences Learning Area of *The New Zealand Curriculum*, Learning Media, Ministry of Education, 2007; and is related to the three strands in the *Teaching and Learning Guide for Media Studies*, Ministry of Education, 2010 at <http://seniorsecondary.tki.org.nz>.
- Demonstrate understanding* involves describing the relationship between a media product and its audience, using supporting evidence, and referring to at least one of the following aspects:
 - identification and/or measurement of a media audience
 - targeting of a media audience
 - other elements of the relationship typically include but are not limited to:
 - economic (profit consideration, margins, publicity and production costs, role of advertising, distribution)
 - historical considerations
 - social/political climate (censorship, ratings, moral concerns)

- artistic vision/aesthetics
- cultural considerations
- legislative requirements.

Demonstrate in-depth understanding involves explaining how and/or why the relationship between a media product and its audience operates, referring to at least one of the following aspects:

- how and why techniques are used to identify and/or measure a media audience
- how and why techniques are used to target a media audience
- how and why other elements of the relationship operate.

Demonstrate critical understanding involves examining consequences of the relationship between a media product and its audience referring to at least one of the following aspects:

- implications and/or effectiveness of the techniques used to identify and/or measure a media audience
- implications and/or effectiveness of the techniques used to target a media audience
- implications and/or effectiveness of other elements in the relationship.

3 *The relationship between a media product and its audience* typically involves the connections between such aspects as:

- design
- production
- distribution
- marketing and consumption of the product
- identification, profiling, and targeting of the audience.

4 *Media audience* means the group that a media product is primarily intended to reach or appeal to. An audience can be defined in a number of ways, eg gender, age, socio-economic status, ethnicity, interests, and tastes.

5 *Media product* means a media item such as a magazine, newspaper, television programme, radio programme, film, advertisement, feature article, web page, music video, vodcast, podcast.

6 Assessment Specifications for this achievement standard can be accessed through the Media Studies Resources page found at <http://www.nzqa.govt.nz/qualifications-standards/qualifications/ncea/ncea-subject-resources/>.

Replacement Information

This achievement standard replaced AS90276.

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

0233