

Achievement Standard

Subject Reference	Media Studies 2.8		
Title	Write developed media text for a specific target audience		
Level	2	Credits	3
		Assessment	Internal
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 writing developed media text for a specific target audience.

Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> Write developed media text for a specific target audience. 	<ul style="list-style-type: none"> Write developed, crafted media text for a specific target audience. 	<ul style="list-style-type: none"> Write developed, effectively crafted media text for a specific target 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/>.
- Write developed media text* involves constructing media text that demonstrates:
 - understanding and some control of conventions of current media writing
 - the use of grammatical and structural devices appropriate to the medium, product, and specific target audience.

Write developed, crafted media text involves constructing media text that demonstrates:

- understanding and control of a range of conventions of current media writing through a range of drafts
- control of grammatical and structural devices appropriate to the medium, product, and specific target audience.

Write developed, effectively crafted media text involves constructing media text that demonstrates:

- understanding and effective control of a range of conventions of current media writing through a range of drafts that develop and refine the text
- effective control of grammatical and structural devices appropriate to the medium, product, and specific target audience.

Effective control means that the student uses grammatical and structural devices appropriately to achieve the intended outcome and appeal to and/or have impact on the target audience. This includes capturing and holding the attention of the audience.

3 *Media text* may include but are not limited to:

- short feature
- extended news story or news package
- editorial
- detailed review
- profile
- backgrounder
- on-air script for radio show
- dialogue or narrator voiceover script for short film
- prospectus
- PR release
- news site
- weblog
- scripted adaptation of a print text to a different medium.

4 *Developed media text* means text that demonstrates such aspects as flexible or innovative use or adaptation of conventions, developed language skills, and impact or effectiveness of the text.

5 *Grammatical and structural devices appropriate to the medium, product, and audience* may include such features as classical three act moving image script structure, appropriate language, tone or style for feature article, credible dialogue.

6 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 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.