

## Achievement Standard

**Subject Reference** Media Studies 1.8

**Title** Write media texts for a specific target audience

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

**Subfield** Social Science Studies

**Domain** Media Studies

**Status** Registered      **Status date** 30 November 2010

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This achievement standard involves writing media texts for a specific target audience.

### Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> <li>Write media texts for a specific target audience.</li> </ul>	<ul style="list-style-type: none"> <li>Write crafted media texts for a specific target audience.</li> </ul>	<ul style="list-style-type: none"> <li>Write effectively crafted media texts for a specific target audience.</li> </ul>

### 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 Media Production strand of the *Teaching and Learning Guide for Media Studies*, Ministry of Education, 2010 available at <http://seniorsecondary.tki.org.nz/>.

2 *Write media texts* involves:

- demonstrating understanding of a range of conventions of current media writing by using them to construct short media texts
- using grammatical and structural devices appropriate to the medium, product and target audience.

*Write crafted media texts* involves:

- demonstrating understanding and control of a range of conventions of current media writing by using them appropriately to construct short media texts
- demonstrating control of grammatical and structural devices appropriate to the medium, product and target audience.

*Write effectively crafted media texts* involves:

- demonstrating understanding and effective control of a range of conventions of current media writing by using them in constructing short media texts
- demonstrating effective control of grammatical and structural devices appropriate to the medium, product and target audience.

*Media texts* may include but are not limited to:

- scripts for TV news items
- scenes from a short film
- radio news items
- television commercials (TVCs)
- radio commercials
- voice breaks
- print advertisements
- short news stories (print)
- web pages
- instructional videos
- adaptation of a scene/excerpt from a print text to a different medium
- weblogs.

Control means a confident awareness in the use of conventions.

Conventions are the commonly used features specific to the media text.

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.

Product means the larger media item for which the text is written, e.g. school newspaper, short film, web site, radio programme, print advertisement etc.

A range of conventions means at least five conventions.

Short texts are between 200 and 300 words in length.

- 3 Grammatical and structural devices appropriate to the medium, product and audience could include such features as (for print news) – inverted pyramid news story structure, active voice, short sentences and paragraphs, 5Ws and H; (for moving image) appropriate script layout, dialogue, camera and editing instructions such as shots, transitions, effects.
- 4 Conditions of Assessment related to this achievement standard can be found at [www.tki.org.nz/e/community/ncea/conditions-assessment.php](http://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