

## Achievement Standard

<b>Subject Reference</b>	Media Studies 3.7		
<b>Title</b>	Demonstrate understanding of a significant development in the media		
<b>Level</b>	3	<b>Credits</b>	3
		<b>Assessment</b>	Internal
<b>Subfield</b>	Social Science Studies		
<b>Domain</b>	Media Studies		
<b>Status</b>	Registered	<b>Status date</b>	4 December 2012
<b>Planned review date</b>	31 December 2016	<b>Date version published</b>	4 December 2012

This achievement standard involves demonstrating understanding of a significant development in the media.

### Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> <li>Demonstrate understanding of a significant development in the media.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate in-depth understanding of a significant development in the media.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate perceptive understanding of a significant development in the media.</li> </ul>

### Explanatory Notes

- This achievement standard is derived from the Level 8 strands and related achievement objectives in the Social Sciences Learning Area of *The New Zealand Curriculum*, Ministry of Education, 2007; and is related to the material in the *Teaching and Learning Guide for Media Studies*, Ministry of Education, 2010 at <http://seniorsecondary.tki.org.nz>.
- Demonstrate understanding* involves identifying a significant development in the media and explaining how and/or why it has occurred.  
  
*Demonstrate in-depth understanding* involves analysing a significant development in the media by explaining its impact. An impact may be social, cultural, political, historical, economic, technological, or ideological.  
  
*Demonstrate perceptive understanding* involves evaluating the impact of a significant development in the media on society and/or the media.

- 3 *Development in the media* means an innovative change or advancement that affects one or more mediums. Examples of developments may include change(s) in ownership, technology, form, content, delivery, reception, legislation or audience.
  - 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).
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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

0233