

Achievement Standard

Subject Reference Media Studies 2.1

Title Describe the relationship between a media product and its target audience

Level 2 **Credits** 3 **Assessment** External

Subfield Social Science Studies

Domain Media Studies

Status Expiring **Status date** 17 November 2011

This achievement standard is expiring. Assessment against the standard must take place before the expiry date set out below.

Expiry date 31 December 2011 **Date version published** 17 November 2011

This achievement standard requires describing the relationship between a media product and its target audience.

Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> Describe the relationship between a media product and its target audience. 	<ul style="list-style-type: none"> Explain the relationship between a media product and its target audience. 	<ul style="list-style-type: none"> Analyse the relationship between a media product and its target audience.

Explanatory Notes

- The relationship between a media product and its target audience* includes identification/ measurement of a target audience, use of techniques to make a product appeal to its target audience and the role/influence of other factors in the relationship.

 - Identification/measurement of a media audience could include Target Audience Grouping System (TAGS) or other audience identification techniques, such as: circulation figures, surveys, television rating systems, focus groups, sampling devices.
 - Techniques used to make a media product appeal to its target audience could include such things as: content, layout and design, hammocking/scheduling/product placement, pricing, language style, cinematography, marketing/packaging/advertising, music, incentives and promotions.

- The role of other factors in the relationship should include one or more of such things as economic considerations, social climate, artistic vision/aesthetics, moral/ethical concerns, cultural considerations, legislative requirements.
- 2 *Media product* could include: magazine, newspaper, television programme, radio programme, film, advertisement, feature article, web page.
 - 3 *Target audience* means the group/sector of society that a media product is primarily intended to reach and appeal to. The target audience should be described in some detail eg gender, age, socio-economic status.
 - 4 Definitions
 - a *Describe* means to give a detailed account.
 - b *Explain* means to support with reasons and/or justify.
 - c *Analyse* goes beyond describing and explaining by carrying the study to wider implications, issues and/or ramifications.
 - 5 Students are expected to use examples to support their responses.
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Replacement Information

This achievement standard has been replaced by AS91248.

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

0226