

Achievement Standard

Subject Reference Media Studies 2.3

Title Demonstrate understanding of representation in the media

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 an understanding of the way a group, issue, idea, event or place is represented in the media.

Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> Demonstrate understanding of representation in the media. 	<ul style="list-style-type: none"> Demonstrate in-depth understanding of representation in the media. 	<ul style="list-style-type: none"> Demonstrate critical understanding of representation in the media.

Explanatory Notes

- Representation* means the way a group, issue, idea, event or place is represented in the media. A representation communicates messages and values that have social significance. These reflect world views, ideologies, societal assumptions, and biases.
- A represented group, issue, idea, event or place may be broad, eg children, poverty in Africa, the Olympics, New Zealand or more specific, eg Emos, a topical issue, a local event, your school, women in film noir.
- Demonstrate understanding* means to describe the representation and how it operates, and includes:
 - features that create the representation
 - the difference between the representation and reality
 - the stereotypes/messages/values that are created by the representation
 - the selection and/or omission of material

- who created the representation.
- 4 *Demonstrate in-depth understanding* means to provide detailed reasons for how and/or why the media representation works and achieves its effects, and includes:
- how the representation has been created by the features
 - reasons for the difference between the representation and reality
 - how the stereotypes/messages/values are created by the representation
 - reasons why the selection and/or omission of material reinforce stereotypes/messages/or values
 - the connection between the representation and the world view/ideology of the creator(s) of the representation.
- 5 *Demonstrate critical understanding* means to provide a detailed examination or discussion of the media representation, and includes:
- the effectiveness of the features in creating the representation
 - implications of the difference(s) between the representation and reality
 - the implications and/or effectiveness of the stereotypes/messages/values that are created by the representation
 - the implications and issues associated with the selection and/or omission of material
 - the effect of the connection between the representation and the world view/ideology of the creator(s) of the representation.
- 6 *Implications* are likely consequences and/or conclusions that can be drawn from evidence.
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Replacement Information

This achievement standard and unit standard 7465 have been replaced by AS91250.

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