

Achievement Standard

Subject Reference Media Studies 2.4

Title Demonstrate understanding of a media genre

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 a media genre.

Achievement Criteria

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

Explanatory Notes

- Media genre* means a group of media texts categorised through their commonly shared features. Examples of genres include but are not limited to:

 - teenage magazines (print)
 - western movies (film)
 - documentaries (film/television)
 - soaps (television)
 - breakfast shows (radio)
 - social networking websites (internet), etc.
- Demonstrating understanding of a media genre includes consideration of common features (conventions) such as the particular use of stylistic, technical, symbolic or narrative features which comprise the conventions of a genre. Genres may include but are not limited to:

 - print news stories: short headlines, active voice, present tense, 5 Ws and H opening sentence, inverted pyramid structure etc

- horror films: female victims, monstrous villains, religious iconography, isolated settings, use of framing etc
 - breakfast radio: 2–3 announcers, banter, jokes, competitions, give-aways, regular short news updates, fast pace etc.
- 3 *Demonstrate understanding* means to provide a description of the characteristics of a specific media genre. This includes:
- commonly shared features of the genre
 - changes in the genre – eg development of sub-genre, changes to use of features
 - audience expectations and response to the genre
 - commercial considerations of the genre.
- 4 *Demonstrate in-depth understanding* means to provide a detailed description of the characteristics of a specific media genre. This includes:
- how and/or why the features are used
 - reasons for changes in the genre
 - reasons for audience expectations and response to the genre
 - reasons why commercial considerations are important to the genre.
- 5 *Demonstrate critical understanding* means provide a detailed examination of the characteristics of a specific media genre. This includes:
- implications of the use of features in the genre
 - implications of the changes in the genre
 - implications of audience expectations and response to the genre
 - implications of commercial considerations for the genre.
- 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 7468 have been replaced by AS91251.

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