

## Achievement Standard

**Subject Reference** Media Studies 1.3

**Title** Demonstrate understanding of the media coverage of a current issue or event

**Level** 1      **Credits** 4      **Assessment** External

**Subfield** Social Science Studies

**Domain** Media Studies

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

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This achievement standard involves demonstrating understanding of the media coverage of a current issue or event.

### Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> <li>Demonstrate understanding of the media coverage of a current issue or event.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate in-depth understanding of the media coverage of a current issue or event.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate comprehensive understanding of the media coverage of a current issue or event.</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 Reading Media Texts strand of the *Teaching and Learning Guide for Media Studies*, Ministry of Education, 2010 available at <http://seniorsecondary.tki.org.nz/>.

2 *Demonstrate understanding* involves describing how the media coverage of a current issue or event is presented.

*Demonstrate in-depth understanding* involves giving reasoned explanations for the media coverage of a current issue or event.

*Demonstrate comprehensive understanding* involves giving reasoned explanations of implication(s) of the media coverage of a current issue or event.

*Current* means occurring now or within the past year.

*Current issue* means an important topic for debate or discussion, which is often ongoing.

*Current event* means something that is happening or has happened and is finite in duration.

*The media coverage of a current issue or event* could include such aspects as:

- depth and duration of coverage
- placement e.g. medium, location
- style
- tone
- point-of-view
- selection and/or omission of viewpoints or material.

Explanations for the media coverage could include such aspects as:

- news values
- laws and/or regulations
- professional practices
- commercial or political considerations
- audience expectations.

An implication is a likely consequence and/or conclusion that can be drawn from evidence and could include the effects or impacts on areas such as:

- public awareness
- debate and discussion
- forming of public opinion
- changes in society
- bias
- representation and stereotyping.

News values are the reasons for selection of an event or issue for coverage, and include:

- timeliness
- proximity
- exceptional quality (how unusual the event or issue is)
- scale
- prominence (whether someone or something famous is involved)
- conflict
- controversy
- consequence(s)
- shock value
- pathos.

Reasoned means a logical argument supported by specific evidence.

- 3 Assessment Specifications for this achievement standard can be accessed through the Media Studies Resources page at <http://www.nzqa.govt.nz/qualifications-standards/qualifications/ncea/ncea-subject-resources/>.

**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