

Achievement Standard

Subject Reference Media Studies 1.4

Title Demonstrate understanding of characteristics of a media genre

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 characteristics of a media genre.

Achievement Criteria

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

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 Media in Society and Reading Media Texts strands 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 the characteristics of a specific media genre as demonstrated in specific media texts.

Demonstrate in-depth understanding involves giving reasoned explanations of how and why these characteristics are used in a specific media genre as demonstrated in specific media texts.

Demonstrate comprehensive understanding involves examining an implication of the use of characteristics in a specific media genre as demonstrated in specific media texts.

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

- teen magazines (print)
- western movies (film)
- documentaries (film/television)
- soaps (television)
- breakfast shows (radio)
- social networking websites (internet).

Characteristics of a media genre include aspects of the particular use of the shared stylistic, technical, symbolic, and/or narrative elements that comprise the conventions of a genre, for example:

- Print News Stories: short headlines, active voice, present tense, 5 Ws and H opening sentence, inverted pyramid structure.
- American Teen Films: school location, social hierarchy, school prom, stereotypes, contemporary soundtrack.
- Breakfast Radio: 2–3 announcers, banter, jokes, competitions, give-aways, regular short news updates, fast pace.

An implication is a likely consequence and/or conclusion that can be drawn from evidence and could include effects or impacts. Implications may include but are not limited to:

- connections to audience appeal (human emotions, desires and wants)
- commercial considerations
- representation
- genre hybridisation
- fandom.

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.