

Achievement Standard

Subject Reference	Media Studies 2.3		
Title	Demonstrate understanding of representation in the media		
Level	2	Credits	3
		Assessment	Internal
Subfield	Social Science Studies		
Domain	Media Studies		
Status	Registered	Status date	17 November 2011
Planned review date	31 December 2014	Date version published	17 November 2011

This achievement standard involves demonstrating understanding of representation 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

- This achievement standard is derived from the Level 7 achievement objectives in the Social Sciences Learning Area of *The New Zealand Curriculum*, Learning Media, Ministry of Education, 2007; and is related to the three strands in the *Teaching and Learning Guide for Media Studies*, Ministry of Education, 2010 at <http://seniorsecondary.tki.org.nz>.
- Demonstrate understanding* involves describing the representation and its effect. This includes describing:
 - what the representation is
 - how features of the media texts create the representation
 - the effect of the media representation.

Demonstrate in-depth understanding involves providing reasoned explanations for the effect of the representation. This includes such aspects as:

- reasons for the difference between the representation and reality
- reasons for stereotypes, messages, and/or values created by the representation
- reasons why the selection and/or omission of material reinforce stereotypes, messages, and/or values.

A *reasoned explanation* involves a logical argument supported by specific evidence.

Demonstrate critical understanding involves examining likely consequences of the representation and drawing conclusions based on the evidence. The examination includes aspects of the representation such as:

- 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, and/or values that are created by the representation
- the implications and issues associated with the selection and/or omission of material.

- 3 *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.
- 4 A represented group, issue, idea, event, or place may be broad (eg children, poverty in Africa, the Olympics, New Zealand) or more specific (eg a specific societal group, a topical issue, a local event, your school, women in film noir).
- 5 Conditions of Assessment related to this achievement standard can be found at www.tki.org.nz/e/community/ncea/conditions-assessment.php.

Replacement Information

This achievement standard replaced unit standard 7465 and AS90278.

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

0233