

Achievement Standard

Subject Reference	Media Studies 2.7		
Title	Demonstrate understanding of an ethical issue 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 an ethical issue in the media.

Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> Demonstrate understanding of an ethical issue in the media. 	<ul style="list-style-type: none"> Demonstrate in-depth understanding of an ethical issue in the media. 	<ul style="list-style-type: none"> Demonstrate critical understanding of an ethical issue 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 an ethical issue in the media. This includes:
 - significant features of the issue
 - its context
 - different points of view on the issue
 - its effect on the media and/or society.

Demonstrate in-depth understanding involves giving reasoned explanations for:

- how and/or why the issue exists

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

Demonstrate critical understanding involves examining the likely consequences of the issue for media and/or society and drawing conclusions based on the evidence.

3 *Ethical issue* includes but is not limited to:

- public access to information
- freedom of speech
- fairness
- balance
- accuracy
- censorship
- self-censorship
- sexism
- racism
- violence
- sponsorship and product placement
- alcohol promotion
- matters of taste advertising
- news
- entertainment
- protection of children
- propaganda
- privacy and the right to know.

4 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 7469.

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