

## Achievement Standard

**Subject Reference** Media Studies 3.1

**Title** Demonstrate understanding of an aspect of a media industry

**Level** 3      **Credits** 4      **Assessment** External

**Subfield** Social Science Studies

**Domain** Media Studies

**Status** Registered      **Status date** 4 December 2012

**Planned review date** 31 December 2016      **Date version published** 4 December 2012

This achievement standard involves demonstrating understanding of an aspect of a media industry.

### Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> <li>Demonstrate understanding of an aspect of a media industry.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate in-depth understanding of an aspect of a media industry.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate perceptive understanding of an aspect of a media industry.</li> </ul>

### Explanatory Notes

- This achievement standard is derived from the Level 8 strands and related achievement objectives in the Social Sciences Learning Area of *The New Zealand Curriculum*, Ministry of Education, 2007; and is related to the material in the *Teaching and Learning Guide for Media Studies*, Ministry of Education, 2010 at <http://seniorsecondary.tki.org.nz>.
- Demonstrate understanding* involves identifying an aspect of a media industry and explaining how and/or why this aspect operates in the industry.  
  
*Demonstrate in-depth understanding* involves analysing an aspect of a media industry by explaining its impact on the industry and/or society. An impact may be social, cultural, political, historical, economic, technological, or ideological.  
  
*Demonstrate perceptive understanding* involves evaluating the impact of an aspect of a media industry on the industry and/or society.
- A *media industry* is any historical or current media industry, eg newspaper industry in New Zealand, television industry in New Zealand, Hollywood film industry or the global music industry.

- 4 *An aspect of a media industry* may include: organisation, audience demand, market forces, digital and/or technological development, regulation and legislation, or a current industry issue.
  - 5 Assessment Specifications for this achievement standard can be accessed through the Media Studies Resources page found at <http://www.nzqa.govt.nz/qualifications-standards/qualifications/ncea/subjects/>.
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### **Replacement Information**

This achievement standard replaced AS90599.

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### **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