Achievement Standard

Subject Reference: Media Studies 3.3

Title: Demonstrate understanding of the media representation of an aspect of New Zealand culture or society

Level: 3  Credits: 3  Assessment: Internal

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 the media representation of an aspect of New Zealand culture or society.

Achievement Criteria

<table>
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<th>Achievement</th>
<th>Achievement with Merit</th>
<th>Achievement with Excellence</th>
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<tbody>
<tr>
<td>• Demonstrate understanding of the media representation of an aspect of New Zealand culture or society.</td>
<td>• Demonstrate in-depth understanding of the media representation of an aspect of New Zealand culture or society.</td>
<td>• Demonstrate perceptive understanding of the media representation of an aspect of New Zealand culture or society.</td>
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Explanatory Notes


2. *Demonstrate understanding* involves explaining how and/or why an aspect of New Zealand culture or society is represented.

*Demonstrate in-depth understanding* involves analysing the impact of the media representation in shaping and/or reflecting an aspect of New Zealand culture or society. An impact may be social, cultural, political, historical, economic, technological, or ideological.
Demonstrate perceptive understanding involves evaluating the impact of the media representation of an aspect of New Zealand culture or society.

3 Media representations refers to 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, cultural assumptions, and biases. Media representations of an aspect of New Zealand culture or society may be either broad eg New Zealand as a clean, green society, New Zealand’s drinking culture; or the representation of a group or place eg tangata pasifika, Auckland(ers), rural New Zealand(ers); or more specific eg a teenage subculture; or a specific cultural or social issue eg racial hate crimes.

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 7473 and AS90779.

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