

Achievement Standard

Subject Reference	Media Studies 2.4		
Title	Demonstrate understanding of an aspect of a media genre		
Level	2	Credits	4
		Assessment	External
Subfield	Social Science Studies		
Domain	Media Studies		
Status	Registered	Status date	17 November 2011
Planned review date	31 December 2016	Date version published	12 December 2013

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

Achievement Criteria

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

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 aspect of a specific media genre using supporting evidence.

Demonstrate in-depth understanding involves giving reasoned explanations of an aspect of a specific media genre. A *reasoned explanation* involves a logical argument supported by specific evidence.

Demonstrate critical understanding involves examining the likely implications of an aspect of a specific media genre and drawing conclusions based on the evidence.

- 3 *Media genre* means a group of media texts categorised through their commonly shared features. Examples of genres include but are not limited to:
- teenage magazines (print)
 - western movies (film)
 - documentaries (film or television)
 - soaps (television)
 - breakfast shows (radio)
 - social networking websites (internet).
- 4 *Aspects of a media genre* include:
- changes in the genre (eg development of sub-genre, changes in the use of features)
 - audience expectations and/or response to the genre
 - the influence of commercial considerations of the genre.
- 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/ncea-subject-resources/>.
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Replacement Information

This achievement standard replaced unit standard 7468 and AS90279.

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