

## Achievement Standard

**Subject Reference** Media Studies 1.2

**Title** Demonstrate understanding of selected elements of media text(s)

**Level** 1      **Credits** 3      **Assessment** Internal

**Subfield** Social Science Studies

**Domain** Media Studies

**Status** Registered      **Status date** 30 November 2010

**Planned review date** 31 December 2018      **Date version published** 20 November 2014

This standard involves demonstrating understanding of selected elements of media text(s).

### Achievement Criteria

| Achievement  | Achievement with Merit  | Achievement with Excellence  |
|--|---|--|
| <ul style="list-style-type: none"> <li>Demonstrate understanding of selected elements of media text(s).</li> </ul> | <ul style="list-style-type: none"> <li>Demonstrate in-depth understanding of selected elements of media text(s).</li> </ul> | <ul style="list-style-type: none"> <li>Demonstrate comprehensive understanding of selected elements of media text(s).</li> </ul> |

### Explanatory Notes

1 This achievement standard is derived from the Social Sciences learning area of *The New Zealand Curriculum*, Learning Media, Ministry of Education, 2007, and the Level 6 Reading Media Texts strand of the *Teaching and Learning Guide for Media Studies*, Ministry of Education, 2010 available at <http://seniorsecondary.tki.org.nz/>.

2 *Demonstrate understanding* involves:

- mostly using relevant media language to describe selected elements of media text(s); and
- describing the effect(s) of the selected elements.

*Demonstrate in-depth understanding* involves:

- using relevant media language to describe selected elements of media text(s) and their effect(s); and
- giving reasoned explanations for the effects of the selected elements.

*Demonstrate comprehensive understanding* involves:

- using relevant media language to describe selected elements of media text(s) and their effect(s); and
- giving reasoned explanations of how or why the selected elements combine to create effects.

*Media text(s)* could be a part or whole of a media product such as a television programme, radio programme, film, feature article, web page, or music video.

*Selected elements* means that students consider a range of features of media text(s). These features are the broader categories of the language, structure and conventions of a medium, such as camera work, typography, page design, and sound. For example, in film text(s) this may include a comment on the use of each of: ECU (camera work), backlighting (lighting), and diegetic sound (sound).

Reasoned means a logical argument supported by specific evidence.

- 3 Conditions of Assessment related to this achievement standard can be found at <http://ncea.tki.org.nz/Resources-for-Internally-Assessed-Achievement-Standards>.

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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