

Achievement Standard

Subject Reference Media Studies 1.3

Title Demonstrate understanding of the media coverage of a current issue or event

Level 1 **Credits** 4 **Assessment** External

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 achievement standard involves demonstrating understanding of the media coverage of a current issue or event.

Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> Demonstrate understanding of the media coverage of a current issue or event. 	<ul style="list-style-type: none"> Demonstrate in-depth understanding of the media coverage of a current issue or event. 	<ul style="list-style-type: none"> Demonstrate comprehensive understanding of the media coverage of a current issue or event.

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 describing how the media coverage of a current issue or event is presented.

Demonstrate in-depth understanding involves giving reasoned explanations for the media coverage of a current issue or event.

Demonstrate comprehensive understanding involves giving reasoned explanations of implication(s) of the media coverage of a current issue or event.

Current means occurring now or within the past year.

Current issue means an important topic for debate or discussion, which is often ongoing.

Current event means something that is happening or has happened and is finite in duration.

The media coverage of a current issue or event could include such aspects as:

- depth and duration of coverage
- placement e.g. medium, location
- style
- tone
- point-of-view
- selection and/or omission of viewpoints or material.

Explanations for the media coverage could include such aspects as:

- news values
- laws and/or regulations
- professional practices
- commercial or political considerations
- audience expectations.

An implication is a likely consequence and/or conclusion that can be drawn from evidence and could include the effects or impacts on areas such as:

- public awareness
- debate and discussion
- forming of public opinion
- changes in society
- bias
- representation and stereotyping.

News values are the reasons for selection of an event or issue for coverage, and include:

- timeliness
- proximity
- exceptional quality (how unusual the event or issue is)
- scale
- prominence (whether someone or something famous is involved)
- conflict
- controversy
- consequence(s)
- shock value
- pathos.

Reasoned means a logical argument supported by specific evidence.

- 3 Assessment Specifications for this achievement standard can be accessed through the Media Studies Resources page at <http://www.nzqa.govt.nz/qualifications-standards/qualifications/ncea/ncea-subject-resources/>.

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