

## Achievement Standard

**Subject Reference** Media Studies 1.4

**Title** Demonstrate understanding of characteristics of a media genre

**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 characteristics of a media genre.

### Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> <li>Demonstrate understanding of characteristics of a media genre.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate in-depth understanding of characteristics of a media genre.</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate comprehensive understanding of characteristics of a media genre.</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 Media in Society and Reading Media Texts strands 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 the characteristics of a specific media genre as demonstrated in specific media texts.

*Demonstrate in-depth understanding* involves giving reasoned explanations of how and why these characteristics are used in a specific media genre as demonstrated in specific media texts.

*Demonstrate comprehensive understanding* involves examining an implication of the use of characteristics in a specific media genre as demonstrated in specific media texts.

*Media genre* means a group of media texts categorised through their commonly shared features. Examples include but are not limited to:

- teen magazines (print)
- western movies (film)
- documentaries (film/television)
- soaps (television)
- breakfast shows (radio)
- social networking websites (internet).

*Characteristics of a media genre* include aspects of the particular use of the shared stylistic, technical, symbolic, and/or narrative elements that comprise the conventions of a genre, for example:

- Print News Stories: short headlines, active voice, present tense, 5 Ws and H opening sentence, inverted pyramid structure.
- American Teen Films: school location, social hierarchy, school prom, stereotypes, contemporary soundtrack.
- Breakfast Radio: 2–3 announcers, banter, jokes, competitions, give-aways, regular short news updates, fast pace.

An implication is a likely consequence and/or conclusion that can be drawn from evidence and could include effects or impacts. Implications may include but are not limited to:

- connections to audience appeal (human emotions, desires and wants)
- commercial considerations
- representation
- genre hybridisation
- fandom.

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/>.

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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