

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 2020	Date version published	17 November 2016

This achievement standard involves demonstrating understanding of the media representation of an aspect of New Zealand culture or society.

Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> Demonstrate understanding of the media representation of an aspect of New Zealand culture or society. 	<ul style="list-style-type: none"> Demonstrate in-depth understanding of the media representation of an aspect of New Zealand culture or society. 	<ul style="list-style-type: none"> Demonstrate perceptive understanding of the media representation of an aspect of New Zealand culture or society.

Explanatory Notes

- This achievement standard is derived from the Level 8 strands and related achievement objectives in the Social Sciences Learning Area of *The New Zealand Curriculum*, Ministry of Education, 2007; and is related to the material in the *Teaching and Learning Guide for Media Studies*, Ministry of Education, 2010 at <http://seniorsecondary.tki.org.nz>.

This standard is also derived from *Te Marautanga o Aotearoa*. For details of *Te Marautanga o Aotearoa* achievement objectives to which this standard relates, see the [Papa Whakaako](#) for the relevant learning area.

- 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