

Achievement Standard

Subject Reference	Media Studies 2.3		
Title	Demonstrate understanding of representation in the media		
Level	2	Credits	3AssessmentInternal
Subfield	Social Science Studies		
Domain	Media Studies		
Status	Approved	Status date	September 2024
Planned review date	December 2028	Date version published	December 2024

This achievement standard involves demonstrating understanding of representation in the media.

Achievement Criteria

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"><li>Demonstrate understanding of representation in the media.</li></ul>	<ul style="list-style-type: none"><li>Demonstrate in-depth understanding of representation in the media.</li></ul>	<ul style="list-style-type: none"><li>Demonstrate critical understanding of representation in the media.</li></ul>

Explanatory Notes

- 1This achievement standard is derived from the Social Sciences Learning Area at Level 7 of *The New Zealand Curriculum*, Learning Media, Ministry of Education, 2007.  
  
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.
- 2*Demonstrate understanding* involves describing the representation and its effect across media texts. This includes describing:
  - what the representation is
  - how features of the representation are created by media texts
  - the effect of the media representation.

*Demonstrate in-depth understanding* involves providing reasoned explanations for the effect of the representation across media texts. This includes such aspects as:

- reasons for the difference between the representation and reality
- reasons for stereotypes, messages, and/or values created by the representation
- reasons why the selection and/or omission of material reinforce stereotypes, messages, and/or values.

*Demonstrate critical understanding* involves examining likely consequences of the representation and drawing conclusions based on the evidence across media texts. The examination includes aspects of the representation such as:

- the effectiveness of the features in creating the representation
- implications of the difference(s) between the representation and reality
- the implications and/or effectiveness of the stereotypes, messages, and/or values that are created by the representation
- the implications and issues associated with the selection and/or omission of material.

- 3 *Representation* means 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, and biases.

A represented group, issue, idea, event, or place may be broad (e.g. children, poverty in Africa, the Olympics, New Zealand) or more specific (e.g. a specific societal group, a topical issue, a local event, your school, women in film noir).

- 4 A *reasoned explanation* involves a logical argument supported by specific evidence.

- 5 Conditions of Assessment related to this achievement standard can be found at <https://ncea.tki.org.nz/Resources-for-internally-assessed-achievement-standards/Social-sciences/Media-studies/Level-2-Media-studies>.

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### Replacement Information

This achievement standard replaced unit standard 7465 and AS90278.

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### Quality Assurance

- 1 Schools and institutions must have been granted consent to assess by NZQA before they can register credits from assessment against achievement standards.
- 2 Schools and institutions with consent to assess must engage with the moderation system that applies to those achievement standards.

Consent and Moderation Requirements (CMR) reference

0233

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