

41165 Write content for a defined media type and audience

Kaupae Level	3
Whiwhinga Credit	4
Whāinga Purpose	<p>This skill standard is for learners who write content intended for use in media presentations and productions. It supports writing across a range of formats and platforms, including scripts and audio and video productions, transcripts for game design, and text for web pages, voice reports, and journalistic articles.</p> <p>Learners who have completed this standard will be able to plan, draft, refine, and finalise written content that meets audience needs, media conventions, and legal and ethical standards.</p>

Hua o te ako me Paearu aromatawai | Learning outcomes and assessment criteria

Hua o te ako Learning outcomes	Paearu aromatawai Assessment criteria
1. Write content for a defined media type and audience.	a. Identify the purpose, audience and media type for the proposed content.
	b. Address appropriate legal and ethical considerations.
	c. Draft content as appropriate to the purpose, audience, and media type.
	d. Apply conventions and elements relevant to the media type and production context.
	e. Seek and respond to feedback on the drafted content from relevant reviewer(s).
	f. Refine and complete the content for production or presentation, incorporating any feedback received.

Pārongo aromatawai me te taumata paearu | Assessment information and grade criteria

Assessment specifications:

Learners must produce a final piece of written content suitable for media presentation or production (e.g., a webpage text, script, voice report, article) as well as at least two iterations of the content showing how feedback was incorporated in the final output.

Definition

Media conventions and elements refer to components embedded in or accompanying written content that support its integration into a media production or presentation. Examples include:

- for web content: headings, hyperlinks, alt text, metadata, layout cues
- for scripts: dialogue, scene descriptions, timing cues, transitions
- for news articles and opinions: headlines, subheadings, pull quotes, image captions.

Ihirangi waitohu | Indicative content

- Audience analysis in relation to content type and purpose.
- Legal and ethical and cultural considerations (e.g. Copyright Act, Privacy Act, consent forms).
- Writing techniques (e.g. narrative, informative, persuasive, descriptive), technical elements, and formatting conventions as relevant to given media types.
- Drafting, refining, and finalising content, including use of appropriate feedback mechanisms such as peer review, and editor notes.

Rauemi | Resources

Legislation relevant to the assessment of the standard includes:

- [Copyright Act \(1994\)](#).
- [Privacy Act \(2020\)](#).

Pārongo Whakaū Kounga | Quality assurance information

Ngā rōpū whakatau-paerewa Standard Setting Body	Electrotechnology and Information Technology Industry Skills Board
Whakaritenga Rārangi Paetae Aromatawai DASS classification	Arts and Crafts > Creative Media > Content Creation
Ko te tohutoro ki ngā Whakaritenga i te Whakamanatanga me te Whakaōritenga CMR	0099

Hātepe Process	Putanga Version	Rā whakaputa Review Date	Rā whakamutunga mō te aromatawai Last date for assessment
Rēhitatanga Registration	1	30 April 2026	N/A
Kōrero whakakapinga Replacement information	This skill standard replaced unit standards 10235 and 10319.		
Rā arotake Planned review date	31 December 2030		

Please contact Electrotechnology and Information Technology Industry Skill Board at qualifications@etitcisb.nz to suggest changes to the content of this skill standard.