

FIELD SOCIAL SCIENCES**Review of *Media Studies* Level 3 achievement standards**

Subfield Domain	Social Science Studies Id	Subject reference
Media Studies	90599-90606	Media Studies 3.1-3.8

The Ministry of Education and the Secondary Education Group Assessment business unit of NZQA have completed a review of the achievement standards listed above that were registered in October 2003.

New Registration date December 2005

Date new versions published December 2005

Planned review date March 2008

Summary of review and consultation process

This review is part of the planned cycle of review that takes place after the first year of use of the achievement standards.

- Initial feedback and comments were collated from teachers/schools, moderators, examiners, markers, material developers, and other stakeholders.
- This information was reviewed by a subject expert panel and recommendations were made in March 2005.
- The recommendations were sent out for full consultation to secondary schools, tertiary institutions, and others in the education sector, in April/May 2005.
- Feedback from this full consultation has informed the changes described below.

Main changes resulting from the review

The taxonomy was altered across the set, following the evaluators report, to read *explain*, *analyse* and *analyse perceptively*, for achievement, achievement with merit and achievement with excellence respectively. Definitions for these terms were added to the Explanatory Notes (ENs).

AS90599, Media Studies 3.1**Credit Value**

Increased credit value from 3 to 4 to better reflect the work required.

Criteria

After the Special Working Group (SWG) reconvened, the criteria were reduced from 2 to 1 with a change to the taxonomy, which better reflected the requirements of working at this level. The second criterion was incorporated into an EN, as it is impossible to *explain how a specific media industry is organised* without explaining the roles of key personnel.

Explanatory Notes

- EN3 has been changed to include *the roles of key personnel*.
- Previous EN4 and 5 have been removed to reflect change in second criterion. It was not considered necessary to define the key *roles* and *personnel*.
- Previous EN6 (now EN4) has been altered to clarify the codes.
- Previous EN7 (now EN5) has been changed to match the change in taxonomy to *explain, analyse, and analyse perceptively*.

AS90600, Media Studies 3.2

Title

Changed to clarify the intent of the achievement standard in line with changes to the achievement criteria. The title now reads: *Explain how meaning is created in media texts*.

Criteria

The second criterion has been modified:

- *Various* has been amended to *different*. *Various* is a source of uncertainty; it suggests the need to do a range of readings, which are not necessarily different.
- *Texts* has been amended to *a media text*. The requirement to complete readings of more than one text makes this achievement standard unmanageable. The focus should be on depth of consideration rather than breadth of consideration.
- The taxonomy has been altered in line with the other achievement standards in the set to better reflect the requirements at this level.

Explanatory Notes

- EN1 has been modified to give clearer guidance on what media language includes.
- Previous EN2 has been deleted.
- Previous EN3 (now EN2) has been clarified to reflect the change to second achievement criterion. From feedback there was uncertainty concerning what *readings* involved, changes were made to clarify the definition.
- EN3 has been changed to match the change in taxonomy.

AS90601, Media Studies 3.3

After careful consideration the review group recommended that new achievement standard AS90779, *Investigate an aspect of media and explain its significance for New Zealand*, replace this achievement standard and AS90603, Media Studies 3.5. The new achievement standard is internally assessed to reflect the inclusion of a research component and becomes Media Studies 3.3.

Title

Changed to reflect the intent of the new achievement standard in line with the achievement criteria. The title now reads: *Investigate an aspect of media and explain its significance for New Zealand*.

Credits

Increased credit value from 3 to 4 to better reflect the work required.

Criteria

Criteria have been changed to place emphasis on the significance of an aspect of media for New Zealand. The criteria now read:

<ul style="list-style-type: none"> Investigate an aspect of media and explain its significance for New Zealand. 	<ul style="list-style-type: none"> Investigate an aspect of media and analyse its significance for New Zealand. 	<ul style="list-style-type: none"> Investigate an aspect of media and analyse perceptively its significance for New Zealand.
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- Changed *describe* to *investigate* to indicate a research component in the achievement standard.
- In the new criterion, removed *implications*; *significance* was sufficient as a term. Removed *society* to allow students to consider wider issues other than sociological ones.
- Clear differentiation now exists between the three levels of achievement with the addition of *explain*, *analyse* and *analyse perceptively* in the criteria.

Explanatory Notes

- New EN1 has been added to include a definition for *investigate*.
- Previous EN1 (now EN2) has been amended to include issues from AS90603, Media Studies 3.5 and to broaden the range of the achievement standard.
- Implications* has been removed from previous EN2 (now EN3) in line with changes to the criteria.
- Significance* has been amended to include *social, cultural, political, historical, economic, and ideological*.
- Previous EN3 has been deleted.
- EN4 has been added to include definitions for altered taxonomy.

AS90602, Media Studies 3.4**Title**

Changed to reflect the requirements of the achievement standard. Title now reads: *Explain the relationship between a media genre and society*.

Credits

Increased credit value from 3 to 4 to better reflect the work required.

Criteria

- Explain, analyse, and analyse perceptively* have been used across the grades to bring this achievement standard in line with AS90599, Media Studies 3.1. This was done to match the requirements of working at Level 3 and to provide an appropriate step up from Level 2.
- The criteria have been reordered to shift the focus to genre. Feedback suggested that students need to be discussing the genre as a whole, rather than individual texts.
- Interrelationship* changed to *relationship*. The term has a similar meaning and is more accessible.

Explanatory Notes

- EN1 includes a definition of *genre* to clarify its meaning. *Wildlife* has been added to *documentary* to alert teachers to the possibility of considering types of documentary as opposed to the genre as a whole.
- Previous EN2 has been deleted. It repeats the definition in previous EN4 (now EN3).
- A definition for *analyse perceptively* has been added to EN2 to line up with other achievement standards in the set.
- The definition for *evaluate* has been removed from EN2 to reflect the change in criteria.
- Previous EN4 (now EN3) has been modified to clarify meaning and include information from previous EN2.
- Previous EN5 (now EN4) has been modified to give an indication of the coverage required.

AS90603, Media Studies 3.5

After careful consideration the review group recommended that new achievement standard AS90779, *Investigate an aspect of media and explain its significance for New Zealand*, replace this achievement standard and AS90601, Media Studies 3.3. The new achievement standard is internally assessed to reflect the inclusion of a research component and becomes Media Studies 3.3.

AS90604, Media Studies 3.6

Title

Changed to clarify the new intent of the achievement standard as reflected in the achievement criteria. Title now reads: *Complete and justify a concept and treatment for a media product*. The introductory statement was also changed for clarity.

Criteria

- Criteria 1 and 2 have been combined.
- *Justify* has been added to the criterion. The panel noted that there was repetition between criterion 1 and criterion 2 and that most students justified organically as they developed a concept. The justification comments at the end of most submissions were repetitive.

Explanatory Notes

- The reference to AS90605, Media Studies 3.7 has been deleted from EN1 to reflect the deletion of that achievement standard.
- Previous EN3 (now EN2) has been redefined to emphasise the difference between a *concept* and a *treatment*.
- Previous EN4 (now EN3) has been reworded to give a clear definition of what a *treatment* is, with specific examples from each major media (film, print, radio).
- Previous EN5 (now EN6) additional definitions have been included for *well developed* and *integrated*. *Well developed* was not previously defined and guidance for teachers was required.
- A definition has been included for *integrated*. An integrated concept/treatment should be one where all aspects contribute successfully towards the potential creation of a product. It was also noted that most 'achievement with excellent' concepts were outstanding in some way. This was included as a descriptor in the definition.

- Previous EN6 has been deleted following the deletion of the achievement criterion.
- EN7 has been amended to take into account that people might work as individuals or in pairs, but to emphasise that each students' contribution must be *clearly identifiable and assessable*. This is consistent with AS90765, Media Studies 2.6.

AS90605, Media Studies 3.7

After careful consideration, the review group has recommended the deletion of this achievement standard and the movement of the credits to AS90606, Media Studies 3.8.

It is important to retain pre-production assessment, but it is more logically placed as part of a production activity. It makes little sense requiring members of production groups to complete individual pre-production activities. Pre-production and production activities often occur concurrently and are most appropriately assessed that way.

AS90606, Media Studies 3.8

Credits

Increased from 4 to 6 to incorporate credits from deleted AS90605, Media Studies 3.7 and to better reflect the work required for production.

Criteria

- In the first criterion (now criterion 2), the requirement to use *two or more types* of appropriate media technology has been removed as it posed a manageability issue. Students should be able to specialise at this level and contribute effectively to a polished product.
- The taxonomy has been changed and the second criterion simplified to more clearly reflect the requirements at this level. It now reads *use, skilfully use, and expertly use appropriate media technology in the creation of a media product*. It was decided that the addition of a complex task unnecessarily complicated the assessment when a simple task expertly used may have far more effect in the creation of a media product.
- *Publishable* in the second criterion for achievement (now criterion 3) has been changed to *competent*. *Publishable* is problematic, particularly for print where a completed product might be sufficient but still not quite *publishable* (requiring further proofing, for example). *Competent* is appropriate at this level; the finished product is 'good enough' but not polished enough for achievement with merit, which includes pre-production, production and post-production activities.
- A new criterion *complete pre-production activities* has been added, to recognise the importance of pre-production and position it where it is most logically placed – as part of a production activity. The gradation between the different levels of pre-production has been removed. The emphasis of the achievement standard is on the product rather than the pre-production.

Explanatory Notes

- EN1 has been amended for consistency with AS90604, Media Studies 3.6.
- *Both* has been deleted from previous EN2 (now EN3). It is not necessary for students to use both hardware and software.
- In previous EN3 (now EN4) *publishable* has been replaced with *competent* in line with changes to the criteria.
- Previous EN4 (now EN7) a definition of *polish* at Level 3 has been included to give further guidance as to expectations at this level and to begin to distinguish this from *polish* at Level 2.

- Previous EN5 (now EN8) an amended definition of *integrated* has been included to clarify what integration is at Level 3, relating it closely to levels of polish and introducing the notion of the 'outstanding' text. Achievement with excellence level texts should 'stand out' and demonstrate significant levels of polish and skill.
- A new EN has been added to define what *pre-production activities* include. This EN is a modification of EN5 in 90605, Media Studies 3.7.
- The new EN5 defines *skilfully*.
- The new EN6 defines *expertly*.

Externally assessed achievement standard 90601, categorised as category C expires at the end of December 2005.

Internally assessed achievement standards – 90603 and 90605 – categorised as category C or D expire at the end of December 2006.

Impact on Accreditation and Moderation Action Plan (AMAP)

None.

Impact of changes on [NCEA Exclusions List](#)

None.

Summary of main changes to achievement standards' Ids, classification, titles, levels, and credits

The following summary shows the changes made to the achievement standards as a result of the review. All changes are in **bold**.

Key to review category

- A** Dates changed, but no other changes are made - the new version of the standard carries the same Id and a new version number
- B** Changes made, but the overall outcome remains the same - the new version of the standard carries the same Id and a new version number
- C** Major changes that necessitate the registration of a replacement achievement standard with a new Id
- D** Achievement standard will expire and not be replaced

Subfield Social Science Studies

Domain Media Studies

Id	Subject Reference	Title	Level	Credit	Review Category
90599	Media Studies 3.1	Demonstrate understanding of a specific media industry	3	3 4	B
90600	Media Studies 3.2	Explore the language of a medium and various readings of texts within a medium Explain how meaning is created in media texts	3	4	B

Id	Subject Reference	Title	Level	Credit	Review Category
90601 and 90603 90779	Media Studies 3.3 Media Studies 3.5 Media Studies 3.3	Demonstrate understanding of an aspect of media in New Zealand Investigate a media issue Investigate an aspect of media and explain its significance for New Zealand	3 3 3	3 3 4	C C
90602	Media Studies 3.4	Explain the interrelationship between society and a media genre Explain the relationship between a media genre and society	3	3 4	B
90604	Media Studies 3.6	Develop a concept and treatment for a media product Complete and justify a concept and treatment for a media product	3	2	B
90605	Media Studies 3.7	Develop a production schedule and prepare to produce a media product	3	2	D
90606	Media Studies 3.8	Create a media product using appropriate media technology	3	4 6	B