

Main changes resulting from the review

- All NZC level 6 (NZQF Level 1) outcomes derived from the NZC are now assessed using achievement standards, and any unit standards are no longer linked to NZC.
- New Level 1 achievement standards were developed to align with the NZC. See list below.
- Grading criteria for achievement standards were created in accordance with the Standards Review Guidelines.
- An existing unit standard was replaced by a new achievement standard. See table below.

The Appendix includes a detailed description of the development of the Media Studies achievement standards.

Impact on Accreditation and Moderation Action Plan (AMAP)

All new achievement standards have been registered on AMAP 0233.

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

For transition purposes, the following exclusions will apply for new achievement standards. This transition will apply until December 2011 only.

New achievement standard	Existing unit standard
90989	7467

Review Categories and changes to classification, title, level, and credits

The following summary shows the changes made to the standards as a result of the review. All changes are in **bold**. Where a new externally assessed achievement standard is registered, the following designation appears after the title [Externally Assessed].

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 standard with a new ID
D	Standard will expire and not be replaced

The unit standard categorised as category C expires at the end of	December 2011
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Social Sciences > Social Science Studies > Media Studies

ID	Title	Level	Credit	Review Category
7467	Investigate how different audiences interact with media text	2	4	C
90989	Demonstrate understanding of how individuals interact with the media	1	3	
90990	Demonstrate understanding of selected elements of media text(s)	1	3	New

ID	Title	Level	Credit	Review Category
90991	Demonstrate understanding of the media coverage of a current issue or event [Externally assessed]	1	4	New
90992	Demonstrate understanding of characteristics of a media genre [Externally assessed]	1	4	New
90993	Produce a design and plan for a media product using a specified range of conventions	1	3	New
90994	Complete a media product from a design and plan using a specified range of conventions	1	6	New
90995	Demonstrate understanding of rules that govern the media in New Zealand	1	3	New
90996	Write media texts for a specific target audience	1	3	New

Appendix

Development of Media Studies Standards

Process of Aligning Standards with the New Zealand Curriculum

The Media Studies achievement standards were developed to align with the Teaching and Learning Guide for Media Studies, which is derived from the Social Sciences strand of the NZC.

Addressing Credit Parity

The Principles for Standards Review guided the consideration of credit allocation to the standards. This was based on the principle of allocating one credit per ten hours of learning.

External and Internal Assessment

The following standards were developed for external assessment:

- 90991 (AS 1.3) Demonstrate understanding of the media coverage of a current issue or event; and
- 90992 (AS 1.4) Demonstrate understanding of characteristics of a media genre.

The remaining standards were developed for internal assessment.

Prior to this review, there were no Level 1 Media Studies standards. The media studies subject association (the National Association of Media Educators) has lobbied for several years for the development of Level 1 standards to complete the matrix of the this subject at all NCEA levels.

This was motivated by two factors:

- the high number of schools developing alternative Level 1 courses using unit or achievement standards from Media Studies Level 2, other curriculum areas, or unit standards developed by Industry Training Organisations;
- the need for coherent development of media-related studies to bridge the gap between existing practice in the lower secondary school and NCEA and the need to enable steady development of concepts, skills, and understanding of key media dimensions related to curriculum levels 4 to 8.

In the course of the Alignment of Standards with the New Zealand Curriculum project, and through the development of a teaching and learning guide for media studies, a new rationale for the subject was developed including links to national qualifications.

At this review, the Level 2 Media Studies unit standard 7467 was replaced by a new achievement standard AS90989 (1.1) because the outcomes are similar and better used in a programme based on curriculum level 6.