

Field Social Sciences

Review of *Media Studies* Level 2 achievement and unit standards

Unit standards

Subfield	Domain	ID
Social Science Studies	Media Studies	7464, 7465, 7468-7472

Achievement standards

Domain	ID	Subject reference
Media Studies	90276	Media Studies 2.1
	90277	Media Studies 2.2
	90278	Media Studies 2.3
	90279	Media Studies 2.4
	90280	Media Studies 2.5
	90282	Media Studies 2.7
	90765	Media Studies 2.6

The Ministry of Education and NZQA National Qualifications Services have completed a review of the achievement and unit standards listed above.

New Registration date November 2011

Date new versions published November 2011

Planned review date December 2014

Summary of review and consultation process

In 2008 the Ministry of Education (MoE) and NZQA began to review achievement and unit standards in light of the revised New Zealand Curriculum (NZC). This Alignment of Standards (AoS) review also addressed duplication of outcomes, credit parity, fairness, consistency, and coherence. The AoS review was guided by the revised NZC itself and the Standards Review Guidelines. A copy of the NZC is available at: <http://nzcurriculum.tki.org.nz/Curriculum-documents/The-New-Zealand-Curriculum>.

Teacher subject associations were involved in the review, and draft achievement standards were the focus of wide consultation, especially with secondary schools and teachers. Extensive resources, including student exemplars, were also developed to support these standards, and are available on the MoE and/or the NZQA websites.

The review of unit standards included consultation with tertiary providers to assess continued relevance and likely future use of the standards. Unit standards that duplicate achievement standard outcomes and those without the likelihood of future tertiary use were recommended for expiry.

National consultation was undertaken in 2010, with the results analysed by Research New Zealand. The responses were generally positive.

The review of these Level 2 unit and achievement standards was completed in time for implementation in schools in 2012. The review of unit and achievement standards at Level 1 was completed in time for implementation in schools in 2011. Standards at Level 3 will be implemented in 2013.

Main changes resulting from the review

- All NZC Level 7 (NZQF Level 2) outcomes derived from the NZC are now assessed using achievement standards, and there are no longer any unit standards linked to the NZC.
- Existing achievement standards were reviewed and new achievement standards were developed to align with the NZC. See [table](#) below.
- Grading criteria for achievement standards were reviewed in accordance with the Standards Review Guidelines.
- Unit standards that recognised similar outcomes as achievement standards were recommended for expiry. See [table](#) below.

For a detailed description of the review of, and the changes to, the *Media Studies* standards see the appendix at the end of this report.

Impact on Consent and Moderation Requirements (CMR) (Formerly known as AMAP)

All new achievement standards have been registered on CMR 0233.

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

For transition purposes, the following exclusions will apply for new achievement standards.

Achievement standard	Excluded against each of these standards
91248	90276
91249	7464, 90277, 90280
91250	7465, 90278
91251	7468, 90729
91252, 91253	90282, 90765
91254	7469

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 or a new version of an 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 achievement standard with a new ID
D	Achievement standard will expire and not be replaced

Externally assessed achievement standards categorised as category C expire at the end of	December 2011
---	----------------------

Internally assessed achievement standards and unit standards categorised as category C or D expire at the end of	December 2012
---	----------------------

Social Sciences > Social Science Studies > Media Studies

ID	Title	Level	Credit	Review Category
7464	Investigate media characteristics and use of narrative by a close reading of media texts	2	4	C
90277	Close read unfamiliar media text	2	3	C
90280	Demonstrate understanding of narrative conventions in media texts	2	3	C
91249	Demonstrate understanding of narrative in media texts	2	4	
7465	Investigate the ways individuals, groups, and issues are represented in the media	2	4	C
90278	Demonstrate understanding of representation in the media	2	3	C
91250	Demonstrate understanding of representation in the media	2	3	
7468	Describe the history of a genre and explore its present role in society	2	4	C
90279	Demonstrate understanding of a media genre	2	3	C
91251	Demonstrate understanding of an aspect of a media genre [Externally Assessed]	2	4	
7469	Investigate ethical issues that affect the media	2	4	C
91254	Demonstrate understanding of an ethical issue in the media	2	3	
7470	Investigate print conventions by producing a print publication	2	4	D
7471	Investigate television conventions by producing a video item	2	4	D
7472	Investigate radio conventions by producing a radio programme	2	4	D
90276	Describe the relationship between a media product and its target audience	2	3	C
91248	Demonstrate understanding of the relationship between a media product and its audience [Externally Assessed]	2	3	

ID	Title	Level	Credit	Review Category
90282	Use technology in media production	2	3	C
90765	Design and produce a media product and evaluate the process used to create the product	2	6	C
91252	Produce a design and plan for a developed media product using a range of conventions	2	4	
91253	Complete a developed media product from a design and plan using a range of conventions	2	6	
91255	Write developed media text for a specific target audience	2	3	New

Appendix

Rationale for the review of Level 2 *Media Studies* standards

Aligning Standards with the New Zealand Curriculum

The standards have been aligned with the draft Teaching and Learning Guide for Media Studies, derived from the social science learning area and the principles of the new curriculum. In the recent drafts of the achievement standards some modification was made to the Teaching and Learning Guide to more clearly encompass the body of knowledge. These changes were made concurrently with the consultation.

Addressing Duplication

Based on the key principles of the new curriculum, all *Media Studies* unit standards have been designated expiring. Considerable duplication of outcomes existed between similar unit standards and achievement standards.

Addressing Credit Parity

Consideration of the length of time that would be allocated to a course of study has been used to allocate credits to the standards following the guideline of one credit per 10 hours learning. Some of the credit values were adjusted to reflect changes in the Level 2 standards.

External and Internal Assessment

The mode of assessment for one standard has changed from external to internal. It was decided the current modes of assessment for all other standards were appropriate. Standard 2.3 (AS91250) 'Demonstrate understanding of representation in the media' has become an internally assessed standard because:

- Three standards are too many for students to do in the externals and in the time given students can only write deeply about one text.
- This standard lends itself to an investigation across media – thus promoting a deeper understanding of the term 'representation'.

- It could be assessed more effectively in alternative modes of presentation – eg Seminar, PowerPoint – ultimately more self-directed inquiry learning could take place.

What has changed?

The rationale for writing this particular set of standards is that these standards link:

- To the concepts, learning outcomes and strands in the *Media Studies Teaching and Learning Guide*.
- To changes in the draft Level 1 standards from consultation.
- From Level 1 to Levels 2 and 3 of the matrix, to ensure a solid foundation for further study and to ensure progression of student learning.

A new achievement standard, 2.7 (AS91254) 'Demonstrate understanding of an ethical issue in the media' was developed to recognise the outcome in unit standard 7469, 'Investigate ethical issues that affect the media'.

As a general rule, all standard titles were changed to reflect the principles of the Curriculum. The titles and achievement criteria now reflect the outcomes that the students achieve. These criteria are fully explained in the explanatory notes (ENs) and in many cases are not too dissimilar from the previous requirements of the standards.

However, one major change is that each criterion has been written so that a student who has satisfied the requirements for Merit or Excellence must also have satisfied the requirements for the lower grade(s). Students achieving Merit and Excellence do not achieve a separate outcome in order to meet the requirements at that grade. Rather, the higher grade is about a better quality of work for the same outcome (stated in the standard title).

In all the standards, EN 2 shows a clear indication of the level of achievement for each grade.

AS91248 – 2.1 *'Demonstrate understanding of the relationship between a media product and its audience'*

- A strong focus on the understanding of the relationship rather than the media product and its audience as two separate things – see definition of relationship in ENs.

AS91249 – 2.2 *'Demonstrate understanding of narrative in media texts'*

- AS90277 and AS90280 were combined, due to considerable crossover in the outcomes required, in order to remove duplication and encourage clarity of outcome.
- The new standard allows for a wider approach to reading media texts rather than concentration on small details – narrative is included as part of the overall examination of meaning in a text.
- The changes are intended also to lead to a reduction in teaching and learning workload allowing for deeper learning – rather than just more content.
- The change in credit value, from 3 to 4, reflects the combination of two standards.
- The credit value signals time spent on this pivotal point of study (underpins all aspects of theory and practice).

AS91250 – 2.3 *'Demonstrate understanding of representation in the media'*

- Mode of assessment changed for reasons set out under the heading [External and Internal Assessment](#).

AS91251 – 2.4 *‘Demonstrate an understanding of an aspect of a media genre’*

- The focus of the standard is on aspects of a media genre. This is to differentiate it from 1.4 (AS90992), which focuses on characteristics of a genre.

AS91252 – 2.5 *‘Produce a design and plan for a developed media product using a range of conventions’*

- The title and terminology was altered to be in line with the Level 1 standards.
- More emphasis was given to considering the creative and design aspect of the product and the practicalities of producing it.
- Separating out the plan/design from the product means that the credits are more equitably distributed, allowing students to plan a product and produce another – see 2.6 (AS91253) below – but also rewarding the students with a combined total of 10 credits for plan and production which more fairly represents the workload for this part of a course.
- The use of the term ‘with guidance’ was added to clarify the level of teacher assistance that is appropriate at this level and brings *Media Studies* in line with other social science subjects.

AS91253 – 2.6 *‘Complete a developed media product from a design and plan using a range of conventions’*

- The title and terminology were altered to be in line the Level 1 standards.
- The title was also changed to reflect the connection to the Achievement Objectives at this level.
- This standard has been altered in two important ways. Firstly, the design and pre-production planning is now in a new standard (AS91252 – 2.5), so that students can achieve credit for that part, even if circumstances beyond their control mean the product is not completed. Secondly, AS90282 is now subsumed into this standard as the level of students’ expertise in using the technology is reflected in the final product.

AS91254 – 2.7 *‘Demonstrate understanding of an ethical issue in the media’*

- This is a new achievement standard that replaced unit standard 7469.
- It allows a progression from Level 1 to 3 (AS90995 1.7, *Demonstrate understanding of rules that govern the media in New Zealand* through to 3.7 *Examine a current development in the media*).
- It also covers an important concept that is found in the *Media Studies Teaching and Learning Guide* and allows the discussion of ethics in a changing media landscape.