

# MEDIA STUDIES MDO9340Y1

## INTERNAL ASSESSMENT ACTIVITY

### **ACHIEVEMENT STANDARD 91492 (VERSION 2) MEDIA STUDIES 3.3**

**Demonstrate understanding of the media representation of an aspect of New Zealand culture or society**

Level 3, Internal assessment

3 credits

### **STUDENT INSTRUCTIONS**

#### **Overview:**

This achievement standard involves writing a report which will demonstrate your understanding of the media representation of an aspect of New Zealand culture or society

In this assessment you will be demonstrating:

- Your understanding of how an aspect of New Zealand culture or society is represented in the media

#### **Conditions:**

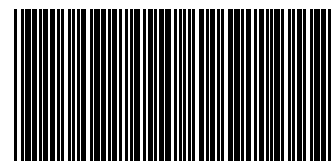
- You will have completed the activities set out within the MDO9340 module, and you will have received teacher feedback.
- You will plan, draft, and revise your report with teacher guidance.
- Plagiarism detection software may be used to check this is your own work.

#### **You will need:**

- the completed activities within the MDO9340 module, with teacher feedback
- access to broadband internet for additional research
- a computer and MS Word, or Google docs, or similar.

#### **Supervisor requirements**

- Supervision is not required for this assessment.
- Upload your assessment to the MDO9340Y1 assessment dropbox when you have completed it.



# ASSESSMENT CRITERIA

## **ACHIEVEMENT STANDARD 91492 (VERSION 2) MEDIA STUDIES 3.3** **Demonstrate understanding of the media representation of an aspect of New Zealand culture or society**

<b>Achievement</b>	<b>Achievement with Merit</b>	<b>Achievement with Excellence</b>
Demonstrate understanding of the media representation of an aspect of New Zealand culture or society.	Demonstrate in-depth understanding of the media representation of an aspect of New Zealand culture or society.	Demonstrate perceptive understanding of the media representation of an aspect of New Zealand culture or society.

### **EXPLANATORY NOTES**

- Demonstrate understanding* involves explaining how and/or why an aspect of New Zealand culture or society is represented.

*Demonstrate in-depth understanding* involves analysing the impact of the media representation in shaping and/or reflecting an aspect of New Zealand culture or society. An impact may be social, cultural, political, historical, economic, technological, or ideological.

*Demonstrate perceptive understanding* involves evaluating the impact of the media representation of an aspect of New Zealand culture or society.
- Media representations* refers to 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, cultural assumptions, and biases. Media representations of an aspect of New Zealand culture or society may be either broad eg New Zealand as a clean, green society, New Zealand's drinking culture; or the representation of a group or place eg tangata pasifika, Auckland(ers), rural New Zealand(ers); or more specific eg a teenage subculture; or a specific cultural or social issue eg racial hate crimes.

# ASSESSMENT ACTIVITY

## MEDIA STUDIES

### INSTRUCTIONS

You will write a **written report with accompanying media text images or weblinks**, that demonstrates your understanding of a media representation of an aspect of New Zealand culture or society.

- Ensure that you have planned and discussed your report with feedback from your teacher.
- Ensure that you have completed at least two drafts of your report, based on feedback from your teacher.
- You may require more than two drafts before your report is ready for final submission
- Wait for your teacher's feedback before you complete your final submission of your final version of your report.
- The final version of your report should be typed into a Word doc, Google doc or equivalent, using a plain font such as Arial or Times New Roman, in size 12 or 14 font.
- Footnotes or endnotes should be used for all source material
- Include your name at the top or bottom of the document.



**Upload your completed assessment to the MD09340Y1 assessment dropbox.**