

Avonside Girls' High School

Media Studies 222 Level 2 Course Statement 2009

Aims/Learning Outcomes:

Students should be able to:

1. develop an understanding and critical awareness of the media studied.
2. develop an appreciation of the role of the media in our society and to investigate the ways in which it influences our perceptions of our culture and of the world.
3. develop production skills in some media types, particularly in digital video and/or radio production.
4. develop skills as perceptive readers and viewers of mass media.
5. develop media literary skills to enable students to discuss media issues.

Course Content

The media course is based around the five key concepts of media education developed by the **British Film Institute**:

- Media Audiences
- Media Technologies
- Media Agencies/Ownership/Institutions
- Media Languages/Narrative/Mediation
- Media Categories (genre)

- and the **Level 2 Achievement Standards for Media Studies**.

The course will cover **21 credits** from the **Level 2 Media Studies Achievement Standards** (see attached chart) preparing students for both internal and external assessments.

Students will read, view and listen to a wide variety of texts and extracts; write and produce in both formal and creative styles; and view and present visual and dramatic material. The course emphasises thinking critically and analytically across various media and media categories, exploring media language and processing information from the mediums of film, television and radio.

Year 12 Media Studies will cover the following topics during the year:

- **Describe the relationship between a media product and its target audience** [AS 90276 version 3 – 3 Credits]
- **Close read unfamiliar media text** [AS 90277 version 2 – 3 Credits]
- **Demonstrate understanding of narrative construction in media texts** [AS 90280 version 2 – 3 Credits]
- **Design and produce a media product and evaluate the process used to create the product** [AS 90765 version 1 – 6 Credits]
- **Use technology in media production** [AS 90282 version 2 – 3 Credits]
- **Demonstrate understanding of a media genre** [AS 90279 version 2 – 3 Credits]

Assessment

Assessment tasks will be both formative, for learning and development, and summative for credit in national qualifications (see table)

Appeal Procedures

Any queries about an assessment decision should be made to your class teacher when the assessment is handed back. Any formal appeals should be made, within one week of the assessed work being returned to **Mr Lay**, HOD Media Studies, who will investigate it further

or ask the Principal's Nominee, Mrs Butler to investigate. Work done in pencil or which has 'white-out' corrections cannot be reconsidered for appeals. *Appeals need to be made within one school week of receiving a result.*

Further Assessment Opportunities

Media Studies 222 provides further assessment opportunities in the following achievement standards - **90280** (to be held in early Term 4).

Achievement Standards for Level 2 Media Studies 222 (NCEA)

| Name of Standard | Credit Value | Internal/ External | When | How long | Formative Assessment | Type of Assessment | Summative Assessment |
|---|--------------|--------------------|--------------------------------------|--|------------------------------------|--|----------------------|
| 2.1 [90276] v3 Describe the relationship between a media product and its target audience | 3 | External | End of Year Examination | 1 Hour | Term 3 Practice Examination | Essay 600-800 words | |
| 2.2 [90277] v2 Close read unfamiliar media text | 3 | Internal | Term 1 Weeks 8-10 | 3-4 pers | | Short paragraphs | |
| 2.4 [90279] v2 Demonstrate understanding of a media genre | 3 | External | End of Year Examination | 1 Hour | Practice Test (T 4) | Essay ×2 (400 words each) | |
| 2.5 [90280] v2 Demonstrate understanding of narrative construction in media texts | 3 | Internal | #1 Term 2 wk 2-4 #2 Term 4 | Two weeks Two weeks | | Paragraph responses ×4 | |
| 2.6 [90765] v1 Design and produce a media product and evaluate the process used to create the product | 6 | Internal | Term 2/3 | 1 Term | | Media Product, design work and evaluation | |
| 2.7 [90282] v2 Use technology in media production | 3 | Internal | Term 2/3 | 1 Term | | Media Product and technology review | |

Note: Every effort will be made to keep to the above assessment dates; however some assessment dates may change. Adequate notice of this will be provided in advance of the specific assessment.

Key:

(#1 = First assessment in this achievement standard; #2 = Reassessment in this achievement standard)

- N** Standard not yet achieved
- A** Standard Achieved
- M** Achievement with Merit
- E** Achievement with Excellence