

Avonside Girls' High School

Media Studies 333

Course Statement 2009

Aims/Objectives

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 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 six 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)
- Media Ideology and Media Representation

The course will cover all the 24 credits from the **Level 3 Media Studies Achievement Standards** (see chart) preparing students for both internal and external assessments. Note: Achievement Standard **90779 'Investigate an aspect of media and explain its significance for New Zealand'** (4 credits), will be offered as an optional research project during the year (students can choose to do this AS or not).

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 13 Media Studies will cover the following topics during the year:

- **Demonstrate an understanding of a specific media industry** [AS 90599 v2 – 4 Credits]
- **Explain how meaning is created in media texts** [AS 90602 v2 - 4 credits]
- **Investigate an aspect of media and explain its significance for New Zealand** [AS 90779 version 1 – 4 Credits]
- **Explain the relationship between a media genre and society** [AS 90602 v 2 – 4 Credits].
- **Complete and justify a concept and treatment for a media product** - [AS 90604 v 2 – 2 Credits].
- **Create a media product using appropriate media technology** [AS 90606 v 2 – 6 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 333 provides further assessment opportunities in the following achievement standards - **90600** 'Explain how meaning is created in media texts' (to be held in early Term 4).

Achievement Standards for Media Studies 333 (NCEA Level 3)

Name of Standard	Credit Value	Internal/ External	When	How long	Type of assessment	Formative Assessment	Summative Assessment
3.1 [90599 v2] Demonstrate understanding of a specific media industry	4	External	End of Year Examination	1 Hour	Essay (1000 words)	1.Practice Essay (Term 1) 2.Practice Exam (Term 3)	
3.2 [90600 v2] Explain how meaning is created in media texts	4	Internal	#1 Term 2 (week 3-6) #2 Term 4 (Term 4)	3 weeks 3 weeks	Essay (1000 words)		
3.3 [90779 v1] Investigate an aspect of media and explain its significance for NZ	4	Internal -optional research	Term 3/4	6 weeks	Report (1000 words)		
3.4 [90602 v2] Explain the relationship between a media genre and society	4	External	End of Year Examination	1 Hour	Essay (1000 words)	1. Practice Essay (Term 3) 2. Practice Test (Term 4)	
3.6 [90604 v2] Complete and justify a concept and treatment for a media product	2	Internal	Term 1/2	2 weeks	Treatment 800 words		
3.8 [90606 v2] Create a media product using appropriate media technology	6	Internal	Term 2/3	10-12 weeks	Media Product, design work, 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 by your teacher.

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

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