

Level 1 Media Studies

Short Media Texts

Achievement Standard 90996 (Version 3)

3 Credits

Write media texts for a specific target audience.



NAME: _____

TEACHER: _____

YEAR LEVEL: _____

Achievement	Achievement with Merit	Achievement with Excellence
Write media texts for a specific target audience.	Write crafted media texts for a specific target audience.	Write effectively crafted media texts for a specific target audience.

Information about this Task

How will you be assessed?

- To understand how this task will be assessed, refer to:
- The Assessment Schedule at the back of this document.

Format(s):

- You should use Celtx (www.celtx.com) to produce your screenplay.
- Your screenplay should include a title page.
- Your opinion piece should be word processed using:
 - 12pt, Times New Roman font
 - Double line spacing
 - 1.5cm top, left and bottom margins
 - 3.5cm right margin

Timeframe

- This task will take approximately five weeks to complete. The minimum expectation for this assessment is:
- 4 hours of class time per week
 - 1 hour of out-of-class time per week

Outcome(s):

- One screenplay (approximately 200 to 300 words in length).
- One opinion piece (approximately 200 to 300 words in length).

TEXT 1: SCREENPLAY

It is expected that you will have completed a plan for your film before you begin this assessment.
If you have not completed this plan, you may have to complete additional work prior to beginning Task 1.

Task 1: Draft

You should aim to complete two drafts for this text before moving on to your final copy. Ensure that you keep your drafts and submit them for assessment.

When writing your drafts it will be important to:

Obtain feedback from your teacher regularly.

Use correct scriptwriting format (it is recommended that you use [celtx.com](https://www.celtx.com) to produce your script).

While writing your script, ensure that it includes:

Distinct characterisation.

Clear character direction (parenthetical and action)

Credible and interesting dialogue.

Task 2: Check and Re-work your Script

Check your spelling, grammar and punctuation yourself before asking for feedback from your teacher.

While checking your script, look for opportunities to rework (improve) what you've written. You should aim to:

- Develop sophisticated and/or authentic vocabulary.
- Be grammatically and structurally accurate with all writing within the script.
- Communicate in an appropriate and interesting style, tone and/or 'voice'.
- Communicate a clear narrative that will engage the audience by capturing and commanding their attention.
- Ensure that your script meets all requirements of the brief.

Chances are, the more you rework your script the more likely you are to achieve at merit or excellence level.

TEXT 2: OPINION PIECE

Your teacher will give you a topic for your article and will guide you with your research. You will then be given approximately two weeks to complete the writing of the article.

Task 1: Draft

You should aim to complete two drafts for this text before moving on to your final copy. Ensure that you keep your drafts and submit them for assessment.

When writing your drafts it will be important to:

Obtain feedback from your teacher regularly.

Use correct scriptwriting format (it is recommended that you use celtx.com to produce your script).

While writing your opinion piece, ensure that it includes:

Short paragraphs.

A “nut graph”.

A hook for the beginning.

A referenced quote.

Active voice.

A clear angle.

A conclusion that links to your topic, angle and positions the reader.

Task 2: Check and Re-work your Script

Check your spelling, grammar and punctuation yourself before asking for feedback from your teacher.

While checking your article, look for opportunities to rework (improve) what you’ve written. You should aim to:

- Develop sophisticated and/or authentic vocabulary.
- Be grammatically and structurally accurate with all writing within the article.
- Communicate in an appropriate and interesting style, tone and/or ‘voice’.
- Communicate in a clear way that will engage the audience by capturing and commanding their attention.

Chances are, the more you rework your script the more likely you are to achieve at merit or excellence level.

Submission Instructions

Short Media Texts (AS 90996 V3)

Submission Instructions

1. Read this document completely to check that you have completed the assessment correctly prior to handing in your script.
2. Submit all relevant work to your teacher on the due date.

ASSESSMENT SCHEDULE

Achievement	Achievement with Merit	Achievement with Excellence
Write media texts for a specific target audience.	Write crafted media texts for a specific target audience.	Write effectively crafted media texts for a specific target audience.
<i>IN ORDER TO ACHIEVE AT THE ABOVE LEVELS YOU MUST:</i>		
Demonstrate understanding of at least five conventions of current media writing by using them to construct short media texts.	Demonstrate understanding and control of at least five conventions of current media writing by using them appropriately to construct short media texts.	Demonstrate understanding and effective control of at least five conventions of current media writing by using them in constructing short media texts.
Use grammatical and structural devices appropriate to the medium, product and target audience.	Demonstrate control of grammatical and structural devices appropriate to the medium, product and target audience.	Demonstrate effective control of grammatical and structural devices appropriate to the medium, product and target audience.

Definitions

Control means a confident awareness in the use of conventions.

Conventions are the commonly used features specific to the media text.

Effective control means that the student uses grammatical and structural devices appropriately to achieve the intended outcome and appeal to and/or have impact on the target audience. This includes capturing and holding the attention of the audience.

Grammatical and structural devices appropriate to the medium, product and audience could include such features as:

- For print: inverted pyramid news story structure, active voice, short sentences and paragraphs, 5Ws and H
- For moving image: appropriate script layout, dialogue, camera and editing instructions such as shots, transitions, effects.

Your teacher will mark you work using the above assessment schedule.

Marked work will be returned to you along with a justification for the grade you received.