

Level 3 Media Studies

Feature Article

Achievement Standard 91497 (Version 2)

3 Credits

Write a media text to meet the requirements of a brief.



NAME: _____

TEACHER: _____

YEAR LEVEL: _____

Achievement	Achievement with Merit	Achievement with Excellence
Write a media text to meet the requirements of a brief.	Write a convincing media text to meet the requirements of a brief.	Write a compelling media text to meet the requirements of a brief.

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 Word or Pages to type your final article. Your first draft may be handwritten if you wish.
- Your final article should be submitted in the following format:
 - Size 12, Times New Roman
 - Double line spacing
 - 1.5cm top, left and bottom margins and 3cm right margin.
 - A header with the AS number in the top left column, and your name in the top right.
 - A footer with page numbers in the right column.

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 feature article (approximately 1000 words in length).

It is expected that you will have completed a plan for your article 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 feature article conventions (i.e. short paragraphs, active voice, hook, etc)

While writing your script, ensure that it includes:

An engaging hook that is likely to capture your audience's attention.

Researched, connected ideas that have a sense of flow.

A concluding paragraph that may command the reader in some way.

Task 2: Check and Re-work your Article

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.
- Communicate in an appropriate and interesting style, tone and/or 'voice'.
- Engage the audience by capturing and commanding their attention.
- Ensure that your article meets all requirements of the brief.

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

Assessment Schedule

Feature Article (AS 91497 V2)

Submission Instructions

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

Achievement	Achievement with Merit	Achievement with Excellence
Write a media text to meet the requirements of a brief.	Write a convincing media text to meet the requirements of a brief.	Write a compelling media text to meet the requirements of a brief.
<i>IN ORDER TO ACHIEVE AT THE ABOVE LEVELS YOU MUST:</i>		
Apply media conventions with control to meet the requirements of a brief.	Deliberately select and apply media conventions to engage an audience.	Effectively select and apply media conventions to command and capture audience attention.
Use grammatical and structural devices appropriate to the medium, product and specific target audience.	Control grammatical and structural devices appropriate to the medium, product and specific target audience.	Effectively control grammatical and structural devices appropriate to the medium, product and specific target audience.
Submit at least one draft in addition to a final copy.		

Definitions

Drafts should demonstrate deliberate choices made to engage and hold the attention of the target audience.

A brief is a set of instructions identifying the requirements of the product, including the target audience, format, legal and ethical requirements, and purpose of the text.

Conventions are the commonly used features specific to the text and must be appropriate to the medium, format, product and audience, eg genre and narrative conventions.

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 may include such features as classical three act moving image script structure, appropriate language, tone or style for feature article, credible dialogue.

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.