



National Certificate of Educational Achievement
TAUMATA MĀTAURANGA Ā-MOTU KUA TĀEA

Exemplar for Internal Achievement Standard Media Studies Level 2

This exemplar supports assessment against:

Achievement Standard 91255

Write developed media text for a specific target audience

An annotated exemplar is an extract of student evidence, with a commentary, to explain key aspects of the standard. It assists teachers to make assessment judgements at the grade boundaries.

New Zealand Qualifications Authority

To support internal assessment

	Grade Boundary: Low Excellence
1.	<p>For Excellence, the student needs to write developed, effectively crafted media text for a specific target audience.</p> <p>This involves constructing media text that demonstrates:</p> <ul style="list-style-type: none"> • understanding and effective control of a range of conventions of current media writing through a range of drafts that develop and refine the text • effective control of grammatical and structural devices appropriate to the medium, product, and specific target audience. <p>This student has completed a feature article on fashion blogging.</p> <p>This student has used, with effective control, a range of appropriate feature article conventions that develop and refine the text. This includes applying research conducted (1), using a good range of sources (fashion journalist, student, fashion designer, model, bloggers) that appeal to the intended audience (2) and the presentation of a balanced range of viewpoints (3).</p> <p>Through a range of drafts, the student has demonstrated crafting to appeal to the target audience. There is effective use of imagery to hold the attention of the audience (4), rhetorical questions (5) and an active voice to provide impact and immediacy (6).</p> <p>There is an effective structure used, particularly the use of paragraphs in developing ideas in a logical sequence.</p> <p>For a more secure Excellence, the student could develop a stronger lead and conclusion so that they are more compelling, and craft the writing more effectively by varying the sentence structure.</p>

IT'S A BLOGGER'S WORLD

Fashion is a living art that shows movement, depth and perspective. As part of our everyday life we create our own art through what we wear. Jane Smith explores the online world of fashion blogs and the unique bloggers behind the screens. (para 1)

Some people consider them unemployed, while others call them important and valuable. Either way fashion bloggers have become a huge part of the fashion industry and with their limitless opportunities and their endless ways of communicating information they have developed a unique way to show fashion to the world. (para 2)

The term blog comes from the original title of web log which became weblog and then simply, blog. It is estimated that more than 30 million blogs have been established worldwide. This means a lot of opinions have been expressed since the start of blogging 20 years ago. Blogs have been around since the start of the internet and were originally used as journals or diaries where people talked about their personal lives and then posted them online. A blog is characterised by the way the posts are ordered and the ability to go back through archives, as well as the informal way they are written. Since 1999 the numbers of people blogging has jumped considerably because of the availability of websites where you can set-up and run a blog without having to know how the technology behind it works. (para 3)

Fashion bloggers started out as tiny voices in a sea of opinions but in recent years they have become a bridge between fashion and internet users. The most determined of the early bloggers could be found sneaking into runway shows and paying for their chance to snag an autograph. Life has changed drastically for the lucky few who have made it to the big time. At Paris fashion week bloggers were seated in the front row beside some of the biggest names known to fashion. Fashion journalist Cathrin Schaefer reported, "They're writing books, making clothes, designing shoes and handbags, helping to launch new fashion ventures and generally being celebrated." Being a blogger has never sounded like a better job to hold and their popularity is still rising with opportunities to star in advertisements and lucrative appearances becoming the latest ways to make money. (para 4)

A blog has a specific layout that is simple and therefore this makes it easy to get around the site. The posts are ordered in reverse chronological order- the newest posts appear first on the site. An archive is a history of previous posts that is usually ordered by month and year so that you can search through the bloggers previous entries. It's a handy feature because you can link back to a specific post rather than just the blog, which means you can find a particular image or quote and always be able to find it. Another defining aspect of blogs is the bloggers ability to link and share anything that's on the internet and reveal it to all their followers. This capability to introduce audience's to brands and products has sky rocketed bloggers to fame because they are able to influence buyers. Bloggers are taking their power to new heights. (para 5)

While there are some bloggers that write to become famous there are also many that do not mind how many followers they have, they simply want to be unique and express themselves through a creative outlet. In an interview, designer and model Terzann Elliot said, "It is a way of getting noticed, and making a statement." They believe they can impact society and change the world's view on fashion. They are no longer on the perimeter of the fashion world. They have become an invaluable part of the industry. (para 6)

Although it takes time to find blogs that appeal to your own sense of style and that you enjoy reading, once you have found them it is possible to draw inspiration and further your aesthetic into a look as unique as you. "I get inspiration from blogs because they are instant to what's in fashion. I don't want to wait for it to be globally known," said Ann Brown fashion student. Many northern hemisphere blogs show trends from the following season making it possible to see what will be coming into stores in 6 months time. While following blogs can be useful, it can also be discouraging because some bloggers stick to the trends and

follow them to the letter instead of putting their personality into their looks. Heather McDiarmid owner of the label *The Rational Dress Company* said, “I believe this medium is too unstable and more designed for the young.” She draws her inspiration from around her and sees no need to be influenced by what bloggers are posting. However she also said she thinks blogs have become popular because they are written by “ordinary people” who we trust and value. A huge advantage bloggers possess is the ability they have to relate to their audience. Pictures can communicate in a very different way to text and many people interested in fashion find an image can hold more meaning and show further emotion than words. (para 7)

Everyone has their own personal style and unique ways of expressing themselves. Some blogs have found a way to attract thousands of readers using these characteristics to pull people in. One such blogger is Scott Schuman who runs *The Sartorialist*. His blog has become world renowned since 2005 because of his use of street style photographs - he photographs unique people he meets in the street. In fact the fashion industry has turned to his riveting images for inspiration. Ironically he is not interested in fame and fortune, or even reporting the latest trends. He simply shares the interesting people and their unique fashion choices, that catch his eye and stand out from the crowd. Other blogs that have made an impact on the industry include *The Coveteur*, *On the Runway*, *Streetpeeper* and *Fashiontoast*. Each blogger has their own take on trends and how to make the most of the latest ‘in’ style. If you’re looking for a Kiwi take on fashion, check out *Ponyhunter*, which is run by an Auckland model or *Greer and Rose* whose owner shows new ways of doing the feminine and romantic look. When finding worthwhile blogs Terzann Elliot knows what she wants, “I like to see things I’ve never seen before, that inspires me to make things I’ve never seen before.” Heather McDiarmid shared a similar opinion, “I would rather follow someone who is unique, as their fashion ideas are not determined by the markets.” (para 8)

A question that is being asked is, have bloggers started to influence what is becoming fashion? Some people say that bloggers just follow fashion and then share it with a wider audience. However because bloggers are collaborating with designers, does this not mean they are creating fashion trends? To many people it doesn’t matter who thinks of the clothes, it is simply enough that new ideas and thoughts are being expressed in unique and interesting ways. “Any way of adding to the industry is positive, any avenue to promote and expand the knowledge of a brand or person is of course a plus,” said Terzann Elliot. She later went on to say, “I think people have become more curious in general, and are always looking for the next new undiscovered amazing thing.” She believes as long as fresh designs are being produced then fashion will continue to grow and transform into the next season of clothes. It seems the fashion world has already welcomed bloggers into the folds of the industry with open arms. Heather McDiarmid said, “as a designer I believe that if blogs and bloggers open a new market for fashion this has to be advantageous to the industry.” Bloggers presence in the industry has been accepted and people are now looking into the future. “As the industry changes, designers must adapt accordingly,” McDiarmid concluded. (para 9)

Blogging has adapted and changed to meet the needs of the reader. The industry has finally come to accept them as a valuable resource. Bloggers are becoming the future of fashion. Their influence is extending past the fashion industry into the world of consumers.

“I get inspiration from blogs because they are instant to what’s in fashion. I don’t want to wait for it to be globally known.”
-Geena Billows

“I like to see things I’ve never seen before, that inspires me to make things I’ve never seen before.”
Terzann Elliot

	Grade Boundary: High Merit
2.	<p>For Merit, the student needs to write developed, crafted media text for a specific target audience.</p> <p>This involves constructing media text that demonstrates:</p> <ul style="list-style-type: none">• understanding and control of a range of conventions of current media writing through a range of drafts• control of grammatical and structural devices appropriate to the medium, product, and specific target audience. <p>This student has used, with control, a range of appropriate conventions of feature writing in an article on the art of flirting. These include a range of sources (1), active voice (2), appropriate and effective use of rhetorical questions (3), personal pronouns (4) and statistics (5).</p> <p>The student has demonstrated crafting through a range of drafts. The content has been effectively organised so that it adds to the overall impact. Key ideas are developed in separate paragraphs and numbered sections, and are mostly supported by expert opinion, statistics or anecdotes (6). There is a clear lead and conclusion (7) and some effective variation in sentence structure (8), which assists the narrative flow.</p> <p>To reach Excellence, the student could proofread the text more closely to eliminate errors, especially for incorrect or awkward phrasing, and create a stronger lead that has impact and demands attention.</p>

THE ART OF FLIRTING

You don't have to look like the next Pamela Anderson, or have teeth as white as Arnold Schwarzenegger to get members of the opposite sex to go weak at the knees. Mary Brown investigates the dos and don'ts of flirting.

It's so instinctive, we barely even notice doing it. Flirting. It's you tilting your head slightly to reveal your neck, laughing hysterically to a joke that's not even funny, battering those eyelashes that took you an hour of hard labour in the bathroom to perfect every last lash. People of all shapes and sizes excel in this art of wooing, but how is it fair that they're just born with it? Why is it that some of us can't charm the backside of a bull to save ourselves? The answer you would suspect lies beneath hours of reading pages of silly gossip magazines, but after endless trips to Whitcoulls in search of a magazine with decent flirting advice, it has been proven a waste of time. Much as we'd like to believe that all success relies purely on that killer opening line, (according to *Girlfriend* magazine) it doesn't. (para 1)

WHO FLIRTS?

Contrary to what many believe, there are in fact only two very distinct groups of people who flirt. Those who are married, and those who are single. Of course singles flirt. They're single. Therefore no one is in any way obliged to socialise with them, pay for their dozens of unneeded designer shoes or put up with continuous pounding from the home speaker system of the latest shoot out in *Call of Duty*. Married people however are a much tougher code to crack. They've settled down, found their so called, 'soul mate'. Why on earth would they continue in the game? Arthur Aron, professor of psychology at the State of University of New York believes that what propels already committed lovers to the game of wooing is that flirting is, "Testing one's mate-value against the possibility of alternatives. Actually trying to see if someone might be available as an alternative." The statistics are high. According to one website, as many as 22 percent of married men and 14 percent of married women have strayed at least once during their lives. (para 2)

FLIRTING FOR BENEFITS

However there are of course the intentional flirts. You know who you are. The smart girl who chats up the barman to get a free drink, or the sweet talker who winks at the naive police woman and gets away with a 120 kilometre speeding ticket. The odd wink here and there just produces so many perks! A nicer table, a 50 percent markdown or a fuss free purchase return. This small, effortless act of 'friendliness' has become a fundamental requirement in today's society. Why? Because it gets you what you want, and works (almost) every time. *"I must admit, at parties I'd flirt to get a drink off a guy"* - Year 12 student. (para 3)

THE SCIENCE BEHIND THE SUCCESS

Peacocks sprout their multi coloured feathers to lure in potential mates, men and women chuck on their glamour gears to look seductive for their first date. Animals all over the universe are evolutionarily programmed to perform in the exact same way: Look hot to score a second date!

However, on a scale of importance when flirting, our looks are in fact second fiddle to our attitude, gestures and overall quality of yarn. Therefore success is not found in the person with the longest lashes, or the person who spent hours at the dentist getting a full set of dentures set to dazzle possible candidates. As cliched as it may sound it really is what is inside that counts. Here's proof:

- More than 55 percent of the impression we perceive from someone is simply through stance and swagger.
- 33 percent is from the tone, speed and nuance of their voice.
- A mere seven percent is what they actually say.

Pair those few statistics up with the fact that most experts agree it takes between 90 seconds and four minutes for someone to decide whether or not they're into their fellow friend and you'll find that the secret to success just has to be body language. (para 4)

MIRRORING

A form of body language, this concept is a much neglected weapon when performing the art of woo. The concept is simple. When you look in a mirror, the mirror imitates your actions. The same has been found when two people are in deep conversation. Examples of mirroring may include:

- If they take a sip of their drink, so do you.
- If they lean forward, so do you.

Instinctively, the person feels on the same level as you. As simple as this trick is however, it can be easily ruined should you choose to rush in and do it straight after them. Chances are they'll think you're a freak, and you'll end up dateless, with a stained shirt dripping with wine. (para 5)

PICK-UP LINES

These kick off phrases have been around for about as long as flirting itself, but what on earth are you supposed to say next after something like, "Is your butt from Maccas? Cos I'm lovin' it." This pathetic attempt to sound smart, sassy or in any way approachable leaves no hope for further conversation. A Year 12 student from Sunshine College believes abusers of these opening gambits are desperate. A survey conducted by Dr. Stephanie Sparkis, showed that women rated men who used such lines, as opposed to other types of men, as somewhat high on humorousness and sociability, but low on trustworthiness and intelligence. (para 6)

EMPLOYING A WING MAN

In any given group of males, it is highly likely that one of them has been dubbed the "wing man." This is usually assigned soon after a first encounter with a batch of highly attractive young females. The first job of the wing man is to assist in making the other man look, in comparison, more sexy, and therefore more worthy of taking that girl home with him. This act has been dubbed the "pre-wing." Follow up support is then expected of course, which could involve the befriending associates of the potential partner. Should the couple happen to wed, that wing man would then be expected to, "get sloppy drunk at the reception and recount the tail of the "first date". Preferably using the microphone or any available amplification device," says Wikipedia Online. Time and time again this handy tool has been proven successful when courting. *How I Met Your Mother's* Barney Stinson has had a major influence on the youth of today in making this concept known, and widely accepted in society. (para 7)

FLIRTING 101: A GUIDE FOR DUMMIES

If endless reading of unhelpful gossip magazines to learn how to be successful doesn't really take your fancy, then try this simple and fool proof guide for dummies. These few steps will have the guy/girl of your dreams falling at your feet in no time

- 1) Be a funny smart ass. Its generic. Girls like funny men.
 - 2) Avoid those cheesy pick up lines. As discussed before, be sure to avoid these cliched blunders if you want to appear in any way interesting, literate or worthy of 'picking up a chicks.'
 - 3) Do act your age. Don't make yourself look dumb by giggling at everything he says or asking dumb questions you already know the answer to. Stupid questions deserve stupid answers.
 - 4) Women, make the first move. Golocal.com's recent survey found that 95 percent of men would, "love it if the woman made the first move."
 - 5) Its all in the eyes baby. Over 60 percent of the girls that were surveyed agreed that eyes are one of the first things they look for in a guy.
 - 6) You should want to make the other person feel good.
 - 7) Don't dance with guys... In front of your boy friend."I had a friend who would constantly dance with other guys while her boyfriend was in the other room. I felt it was just tacky to see her dancing on another guy when her boyfriend was right there. She blamed her drunkenness for her flirty personality," says Anna Grey from Sunshine College.
 - 8) Make small talk. Number one conversation this summer: the weather. Immediately it breaks the ice! What better story is there than the one about your grandmother having to dig her car out of the snow last winter...
 - 9) Sniffing. "I really hate sniffing" says Leslie Green from Aroha High School
- "I wouldn't fall for [pick-up lines]. The guy must be stupid and a try hard." -Anonymous (para 8)

WHAT'S YOUR BEST FLIRT WEAPON?

After much debate, the verdict is set. **The best flirt weapon really is just a pearly white smile. "Happy is in! Mysterious is out," says Whitney Casey, Match.com's relationship expert. "Smiling at him is an oldie but goodie. Your self-confident look will always get him."** (para 9)

So there you have it - The tricks of the trade; the secrets to success. Yet though all our flirtatious gestures, our constant embarrassment and our endless worrying, it is the simplest, most genuine gesture of all that will really get you noticed. A smile is makes anyone look good. (para 10)

	Grade Boundary: Low Merit
3.	<p>For Merit, the student needs to write developed, crafted media text for a specific target audience.</p> <p>This involves constructing media text that demonstrates:</p> <ul style="list-style-type: none">• understanding and control of a range of conventions of current media writing through a range of drafts• control of grammatical and structural devices appropriate to the medium, product, and specific target audience. <p>Through a range of drafts, the student has demonstrated crafting in a feature article about the re-emergence of vinyl records.</p> <p>There is use of a formal, appropriate and consistent tone (1), and facts and statistics which provide evidence of research (2). The use of personal pronouns appeal to the audience (3), vocabulary choices are appropriate (4), and there is controlled organisation with each paragraph focusing on a key aspect of the topic (5).</p> <p>For a more secure Merit, the student could develop a stronger lead and conclusion, make more considered and effective vocabulary choices, and use imagery to add vibrancy to the writing. The student could include anecdotes and quotes to break up information and proof read more closely.</p>

SPINNING BACK ROUND

Music is always a part of our lives, and with technology today it's easier than ever to purchase. But there is a new fad sweeping the world, Vinyls. Brad White discovers why everyone is so fond of their old friend.

In a digital age, people are returning to the good old hard copies of music. But people aren't buying CD's anymore, they're buying records. Listeners are skipping back a generation and listening to the warming sounds of vinyl once again. But what is so appealing about something so intrusive? (para 1)

The Artwork

Album artwork was originally created to be appreciated and admired. With the introduction of CD's the real estate for artwork was drastically reduced and soon pushed off to the side and used more for identification purposes. The art was dead. But with the revival of records, artwork makes a comeback too. Artwork is one of the main attractions, as it is what the record consists of. You don't see people framing CD's and hanging them on a wall, because CD's are considered cheap throwaways. People use records and record sleeves as a piece of artwork, because bands actually hire prestigious artists to create a masterpiece to adorn their album. Bands also make the artwork into posters and T-shirts to sell as merchandise. (para 2)

The Sound

People are always searching for something better and when it comes to the sound of music, people will stop at nothing. So the reason people are returning to vinyl is because it simply sounds better. MP3's just synthetically mimic sound waves while records produce their own, smooth sound. Naturally, real sound feels better to our ears because it's warming to us. Even if you have records you still need something to make the sound listenable. So with an increase of record sales comes an increase in players. Companies have reported putting discontinued record player models back into production after the recent rise. People don't interact with CD's the same way they do vinyl. Listening to the warm sounds of vinyl is an experience in itself. Sitting down and enjoying music has been lost in our busy lifestyles of the future. The only time people get to listen to music is while making their daily commute to and from work. With records people don't have the same kind of accessibility, so they are forced to sit down and relax, making it a time to unwind. There is no experience like it, unless you're at a live concert. (para 3)

A new generation

Nostalgia plays a big part in the return. People like to return to the old days when the world was a lot simpler. But the latest influx is coming from people who weren't even around when records were first produced. A new, younger generation have started listening and buying vinyl records. Hipsters are mostly buying vinyl records, but that's because most of the new albums released on vinyl are from alternative artists. This is because they know their audience wants records. Bands like Arcade Fire, The Black Keys, Vampire Weekend and The National were among the top 10 record sales of last year. But that doesn't mean the classics have been pushed aside. Abbey Road dominated the top spot for the second year running, while Michael Jackson and Pink Floyd made an appearance in 2010's list. So to this day people are still buying their favourite Beatles album on vinyl, along with the latest from their favourite new band. Attempts to contact Real Groovy in Auckland to talk about the types of people buying records sadly fell through. (para 4)

The Statistics

2006 was the start, record sales took off. They increased by 14 percent while the CD market began its descent with sales plummeting 35 percent. 2006 saw the biggest year in record sales since 1991, with each year taking the title from the last. Vinyl was the fastest growing music format in 2010 selling 2.8 million. During this time however, MP3's were and still largely popular and growing in size drastically. (para 5)

Record Store Day

In 2007, Record Store Day was born. The event happens annually on the third Saturday of every April. It is an international celebration of vinyls and records alike. The event has been so big the

past few years that it has seen record labels and artists release exclusive versions of new and re-mastered albums, specifically for the day. It's one of the biggest days for independent record stores around the world. Last year Record Store day sales increased 41% from the previous year, proving that it's a growing phenomena. Record Store Day is celebrated fully in the USA, Canada, the UK, Ireland, France, Netherlands, Germany and has participating stores in Spain, Croatia, Japan, New Zealand and about 25 other countries. It is now widely thought of as the most popular music holiday around the world. (para 6)

Digital Downloads

iPod's are a big thing, everyone has one. So digital downloads are huge. iTunes had it's 10 billionth song downloaded last year. So records and artists have had to adapt when returning to the classic format, and not just stay the same. Artists and record labels are accompanying their vinyl records with a free or reduced price for the digital download of the album. This can end up being the same price or even cheaper than buying it online, and you get two copies! You just have to go online and redeem your little code inside the packet. This means you can listen to it out and about while being able to go home and listen on your record player. It's a win win situation. (para 7)

We all love music, it is a part of our everyday lives. Some people live and breath music, and it means everything to them. Listening to music is a time to relax and unwind from your busy life. It can also be a social thing to experience with friends and family. So next time you go to purchase or download the newest album, think about it, and see if you want to start your very own record collection. Once you start, you won't want to stop. (para 8)

	Grade Boundary: High Achieved
4.	<p>For Achieved, the student needs to write developed media text for a specific target audience.</p> <p>This involves constructing media text that demonstrates:</p> <ul style="list-style-type: none">• understanding and some control of conventions of current media writing• the use of grammatical and structural devices appropriate to the medium, product, and specific target audience. <p>This student has used, with some control, a range of conventions in a feature on the effects of facial expression. These include quotations (1), a clearly established angle (2) which is successfully developed, variation in sentence structures (3), appropriate vocabulary choices for the topic and audience (4), the use of personal pronouns to create rapport (5), a consistent tone throughout the text, and mostly controlled, fluent writing.</p> <p>To reach Merit, the student could research the topic in more detail, and include an expert opinion, such as a psychologist's viewpoint. The use of anecdotes, varied sentence starters and the inclusion of a stronger lead and conclusion would make the writing more appealing.</p>

THE POWER OF A SMILE

Can a gesture as small as a smile really change someone's day or make a difference? Vera Wade investigates how we feel when we give or receive a smile, the health benefits that come with smiling and how to smile even when you don't feel like it.

Smiling is indeed important in our everyday lives. To begin with, a smile is one of the most obvious and effective methods of non-verbal communication. It is one of the first things someone will notice about you. A smile, both physically and subconsciously, transmits the message, "I'm happy you're here and that I'm happy to see you". Smiling overcomes barriers and opens doors for people. A sincere smile is a message of goodwill, and is considered a sign of hospitality and confidence. A recent survey revealed peoples true feelings when giving and receiving a smile. A survey respondent said " It makes me feel good and special when I receive a smile and puts me in a happy mood. It's a chain reaction effect to smile back." Another survey respondent says that "When I smile at someone I feel like it's a good deed done for the day. You never know what a smile could mean to someone." So we know that a smile is all well and good but what happens if you don't feel like smiling? Well, emotions can be controlled to a certain extent, both physically and emotionally. (para 1)

How to smile even when you don't feel like it

Physical Method

The human body associates physical responses with the associated emotion. For example, if you slouch a lot, your body will naturally feel more sluggish, as compared to a person who maintains good posture. Similarly, even if you feel sad, you can still draw your lips together and lift up the ends to form a smile. You might find your mood improving naturally. Smile with your eyes. This technique involves concentrating your smile on your eyes instead of your lips. Think of your eyes smiling or twinkling. You will find your cheekbones lifting up and the tip of your lips lifting up to form a smile. (para 2)

Emotional Method

Our emotional state is all in our state of mind. As cliched as it sounds, you've got to want to be happy in order to be happy. When you want to be happy, think happy thoughts. Think about a calm meadow, about a loved one or a joke maybe. To keep your emotions balanced and to avoid feeling down, think happy thoughts, a smile is bound to follow. (para 3)

Reasons to smile:

Smiling makes us attractive

Naturally we are drawn to people who smile. There is an attraction factor involved. We want to know a smiling person and figure out what it is that is making them so happy. We want a piece of their happiness. Whereas frowns, scowls and grimaces all push people away. It is more likely that someone will make an effort to get to know you if you are wearing a smile. (para 4)

Smiling changes our moods

Smiling can trick the body into helping you change your mood into a happy, more relaxed one. Next time you are feeling down, try putting on a smile. There's a good chance that your mood will improve and you will feel happier. (para 5)

Smiling is contagious

When someone is smiling they lighten up the room, change the moods of others and generally make things happier. A smiling person brings happiness with them, so if you

smile a lot you will draw people to you and hopefully pass your smile onto someone else. "If you see a friend without a smile, give them one of yours". (para 6)

Smiling relieves stress

Stress can really show up on our faces. Smiling helps to prevent us from looking tired, worn down and overwhelmed. When you are feeling stressed out about something, take the time to put on a smile. The stress should be reduced and you will be able to deal with things in a more relaxed manner. (para 7)

Smiling boosts your immune system

Smiling helps the immune system to work better. When you smile, immune function improves because you are more relaxed. The better it works the less likely you are to be hit with the cold or flu. (para 8)

Smiling lowers your blood pressure

When you smile there is a measurable reduction in blood pressure. (para 9)

Smiling releases endorphins and natural pain killers

Studies have shown that smiling releases endorphins and natural pain killers. Together these two make us feel good because smiling is a natural drug. (para 10)

Smiling lifts the face and prevents aging

The muscles we use to smile lift the face, making a person appear younger. Don't opt for a face lift; instead just try smiling through the day. You'll look and feel younger. (para 11)

Smiling helps us to stay positive

When we smile, our mind is sending the rest of our body a message that 'life is good'. To help stay away from depression, stress and worry - start smiling. (para 12)

Remember, happiness is frequently a choice. Abraham Lincoln once said, "Most folks are about as happy as they make their minds up to be". We can choose to be happy or miserable. Do choose happiness to fill your life. There is the saying "smile and the whole world smiles back at you". Well sayings like this are actually grounded in fact. When you smile, it does tend to trigger off smiles in others around you. Even in the most stressful of situations, a smile can easily brighten up anybody's mood. The value of a smile is priceless. And it is one of the most powerful and heart-warming gestures out there. (para 13)

It costs nothing to give, but is the most sincere gift that one might be able to give to one another. A smile brings rest to the weary, and is the best antidote for discouragement. It brings sunshine to the sad and hope to the hopeless. Many people do not realize the power of a smile. A smile can work magic, it can heal emotional pain, and it can remove physical pain. When you smile at another person you not only let them feel appreciated and wanted, but the smile can also offer support and encouragement too. A single smile has the power within it to change the world because smiles can be shared. Even if you're not a naturally smiley person, give a gift of a smile to a friend, loved one or even a complete stranger, for it may be the only bit of sunshine that they see all day."A smile costs nothing but gives much. It enriches those who receive it without making poorer those who give. It takes but a moment but the memory of it sometimes lasts forever. None is so rich that he cannot get along without it and none is so poor that he cannot be made rich by it. Yet a smile cannot be bought, begged or stolen for it is something that is of no value until it is given away. Some people are too tired to give you a smile. Give them one of yours, as no one needs a smile so much as he who has no more to give" - Author Unknown (para 14)

	Grade Boundary: Low Achieved
5.	<p>For Achieved, the student needs to write developed media text for a specific target audience.</p> <p>This involves constructing media text that demonstrates:</p> <ul style="list-style-type: none">• understanding and some control of conventions of current media writing• the use of grammatical and structural devices appropriate to the medium, product, and specific target audience. <p>This student has used, with just sufficient control, a range of conventions in an opinion piece on student employment. These include first person narration (1), a clear introduction and conclusion (2), quotations and survey results (3), an angle and an attempt at balance (4), and evidence of research (5).</p> <p>There is some appropriate use of grammatical and structural devices, such as content clearly organised into short and simple paragraphs, and generally appropriate language selection for the audience and topic.</p> <p>For a more secure Achieved, the student could embed quotes more effectively, and proof-read for punctuation, syntax errors and awkward wording.</p>

\$13.00 an hour but... You'll have to work for it

Student jobs, employment, whatever you wish to call it, Peta Smith is going to dabble into the world of student jobs to find out what students feel about working, the stress of having a job, how to get a job as and finally how employers really feel about students working for them. Well time to get to work! (para 1)

How many students can really say that they enjoy working? Maybe not too many especially when most students have jobs such as cleaning, working in a store, and Baby-sitting just to name a few. And let's face it \$13.00 an hour (which the minimum wage is right now) is not too flash. So why do students get jobs? "For the money" answered the students interviewed for this article. But at \$13.00 an hour it is obvious they won't be living in a mansion for a while yet. So what do hardworking students spend their money on? Well look no further than Friday and Saturday night parties. Most students love their social lives so that is what they spend their hard earned cash on. Food, Drinks, Clothes and Petrol is the majority of what students spend their cash on. But if they are not doing that, they tend to save which is good and let me tell you it makes the parents happy! But is it hard for a student to deal with NCEA pressure and work? Most students say "no." They believe that their employers are reasonable when it comes to school work and will give them time off if they need it to study for the big exams.

"You can finally stop asking for hand outs from those Parentals." (para 2)

So a reasonable amount of students would have to say when their supervisors, Managers or Bosses walked passed them for the first few weeks of working it would suddenly be shoulders back, stand up straight, put your nicest smile on your dial, and put your goody two shoes on. But how do employers really feel about students? Don't be scared - these answers are relatively nice. When interviewing the manager of Plaza Supervalue in Invercargill, I learnt her views on the students that work at her family owned business. A big thing that affects employers is that some students love their extra curricular activities, being part of sports teams and going on family vacations in our school breaks and This is what Plaza Supervalue manager feels is the hardest part about having students working in your business. She also told me that Christmas through New Year 2010 through to 2011 every single one of her students asked for leave and she was unable to give everyone leave, telling me that was difficult for her!

But don't worry students, working also has benefits for your employer such as it gives flexibility and also allows time off for the full timers with students being able to work in the school holidays. But the major question I had for this manager was how reliable are students when it comes to work. It came with a good response with Gillian saying, "Generally, once again depends on the student but 99% of the time we are happy with our students!"

Okay but what if you don't want a job - wait did I hear this right? You don't want to...

- Gain responsibility?
- Earn Money
- Learn time management?
- Make a good CV for later life?
- Learn new skills?
- Meet new people?
- Develop a good work ethic?

Did you just read what was listed here. Having a job as a student is super beneficial. You are able to gain skills that will help you in later life. (para 3)

So now you have the job you wanted that is going to provide you with some well earned cash you

can stop asking for handouts from the Parents. But then there is the next important question how do you act at this so-called place of work? Well firstly you work hard; you were lucky to be given this opportunity so show it. Although the idea of rising from your cozy bed on a Saturday or Sunday morning may not be your cup of tea, it is going to be definitely worth it. And you are going to be super proud of yourself for getting this job and working super hard at it. (para 4)

I bet you're now wondering how do I treat my boss? Well firstly with respect, but you seem like you would know that already. They were kind enough to give you the job in the first place, and had to trust their intuition to give you this position. Show them why they hired you in the first place, show them the organized, positive, ready to learn person that they saw in that interview. I'm not saying you are going to be going to be hanging out with your boss but it makes the situation at work less stressful for you, and you will feel more comfortable in the work environment. (para 5)

Work hard. It is what you do now that counts towards your future where you will reap the benefits of the hard work you put in now. Students who are trying to get a job keep trying you will get there in the end. Think of those great skills you will get from working and keep applying at all the places that you can think of - there may be a light at the end of that tunnel. Employers give students a chance as the main percentage of them are hard working, organized, responsible, and keen to learn new skills. **Why wouldn't you want to hire students plus we are cheaper; you can't pay every employee \$13.00 an hour can you.** (para 6)

So how do you get a part time job as a student. Okay sometimes it is not as easy as it sounds - you make a CV, drop it into all the potential places you can think of and still don't get hired. It's hard to get a job but you have got to keep on trying. But if you do happen to get that interview here are a few tips that are going to be beneficial to you. (para 7)

Helpful Hints for Success in that Interview

- 1 . Don't go into an interview with a coffee or a drink, you are not Britney Spears who constantly runs all over LA with a Starbucks.
- 2 . If you applied with your CV it is helpful you bring another copy of it with you because it shows that you are prepared and organized and it also gives the employer something to look over.
- 3 . Arrive at least 10-15 minutes early before your interview. This gives you some thinking time before, and also the employer does not have to wait for you.
- 4 . Turn you cell-phone off. Imagine you're midway through the interview, everything seems to be going great and all off a sudden your cell-phone goes off playing something embarrassing like the new Chris Brown song. AWKWARD!
- 5 . **Something my dad said which I totally agree with is, Dress smart. A slovenly appearance may equal a slovenly attitude. So take some time getting yourself ready remember personal presentation is key.**
- 6 . My last piece of advice always go into the interview positive with a smile on your face because when it comes to getting a job a smile can go along way. (para 8)

So that's a wrap on Student jobs. Okay, maybe employment sounds more professional, but there isn't much more for me to say except students keep working hard all the way! (para 9)

	Grade Boundary: High Not Achieved
6.	<p>For Achieved, the student needs to write developed media text for a specific target audience.</p> <p>This involves constructing media text that demonstrates:</p> <ul style="list-style-type: none">• understanding and some control of conventions of current media writing• the use of grammatical and structural devices appropriate to the medium, product, and specific target audience. <p>This student has attempted to use a range of conventions in writing a profile on the town of Tuatapere. These include beginning the article with a hook (1), including quotes from interviews (2), and using the first person pronoun to help create rapport and personal tone (3).</p> <p>Some appropriate vocabulary choices have been made, and there is some organisation of content and paragraphs.</p> <p>To reach Achieved, the student could use a more controlled formal writing style, vary sentence lengths and beginnings, and check for run-on sentences, spelling and punctuation, especially when using direct quotes.</p>

TUATAPERE – A HOLE IN THE BUSH *Homegrown Tuatapere student Julie Thomas was curious about her place of birth. She went to find out more about the history of her hometown.*

Imagine. A nice small town in the middle of nowhere where everybody knows everybody and you always get a hello, a friendly smile or a wave as you walk to work in the crisp, cold morning air.

Peaceful isn't it? Tuatapere. It being in the middle of nowhere you'd think there's nothing to such a small town but Tuatapere, as small as it is, was once considered a city less than one hundred years ago... (para 1)

History

Tuatapere sits in a natural basin in between Invercargill and Te Anau, it contained around six hundred people for the population back in 1909. When the Tuatapere Railway branch was up and running, around three thousand people lived in the town, this is why it was considered a city in 1918. In 1916, Port Craig which is located in Fiordland, used the Tuatapere rail to transport its great logs through and onto Invercargill. The mill out at Port Craig was two storeys high and produced up to 1800 cubic meters of sawn timber a month. The mill was famous for the use of the Lidgerwood steam hauler, the largest to be used in the New Zealand bush. The peak of the population was two hundred and thirty people with the mill employing at least one hundred fifty of those people. The mill carried on strong for many years but with the Great Depression, Port Craig fell into bankruptcy. People started leaving the town around 1928 and Port Craig was fully abandoned in 1930. Port Craig now is a part of the Humpridge Track and has a lodge for walkers. Also, still left standing at Port Craig is its old school house where thirty children got their education. Tuatapere was the original sight for a punt. The punt ferried people across the Waiau River and the area then was known as Papatotara. When a post office was established in 1904, the town sight was given its new name of Tuatapere. When Tuatapere was in full swing it had thirty sawmills to create a larger area for farming and other agricultural needs. (para 2)

School Life

Tuatapere Community College has been around for over one hundred years. Fifty years ago though, it was called Waiau District High School. The school started off as an Area School bringing in students from Orepuki, Piko Piko, Orawia, Clifden, Eastern Bush and Tuatapere itself to a school which had pupils from year zero right through to year thirteen. As the years passed, TCC became very large. The principle of the time, decided that building a primary school in the next field was better for the towns growing popularity. This made the school a senior campus and a junior campus; it was no longer regarded as an Area School. Tuatapere Primary school opened with ease and ran successfully for many years until the high school on the other side became small once again allowing the primary school to rejoin in 2002. TCC was once again an Area School. According to an ex-student, James Vernon the "record holder for the most canings in a year", "School was great" and it gave him "the things needed to succeed in life." I was sure that the teachers must have changed since James was at school. This wasn't true seeing as "there were some good ones and bad ones, teachers are teachers. Their pretty much the same as they are today." Even though the teachers are apparently the "same", Tuatapere Community College has come a long way since Mr Vernon's time. New changes have come in with a new uniform, new teachers and a new principle. There have been many new principles since James Vernon's time, the newest only being in office for two terms. The new principle has made some drastic changes since she has been in office. "New uniforms have made the school a lot more sophisticated and well disciplined, not everybody agrees but I believe it's what the school needed for a fresh start" she says. I personally used to go to Tuatapere Community College and when I was walking around, looking at my old school, I noticed that all the rooms had new numbers on the

doors; apparently “this is because the old number system was very confusing and many new students didn’t understand where they were going.” I thought the system was fine when I was at the school but hey, I’ve been there my entire life. Of course I would know where I was going. In recent events that the school has participated in such as the Area Schools Tournament between Tuatapere, Twizel, Lawrence, Catlins, Maniototo and Roxborough, Tuatapere came out on top winning the Area Schools trophy for the tenth time in a row. Tuatapere, known as Tui to most residents, has come rather a long way since it was first built but it still has a long way to go and will keep molding students for their futures. (para 3)

Tourism appeal

Tuatapere is known for its amazing views and great adventurous tramps. The main appeal for tourists who head to Tuatapere is the Humpridge Track. The Humpridge Track is a community funded track and was built by the locals of Tuatapere. The track was made around the Fiordland coastline and mountains. The track starts at a homestead called Rarakau, beautifully lonely and tranquil. Trampers then walk on flat ground for around an hour till they reach Devils Staircase. Nobody is quite sure but it is said to contain over two hundred steps going down a very steep hill. The trampers would then continue along the beach till they reached the Waikaou Swing Bridge, which takes them across to more beach. On this beach, the trampers can then see the hill on which they are about to climb later in the day. Once climbing up to Stage Point, if the trampers are lucky, they see the whole of Southland, Te Wae Wae Bay, Devery’s corner streetlight which is good ten-minute drive north of Tuatapere and most impressive view is the one where they get to see the hill they have just climbed. From there it is another hour to the first hut where the tired, worn out trampers are treated to a hot shower, a warm comfortable bed, five star dinner (if they wish to pay that is) and a cold beer for their achievement. The second and third days are much the same except day two is down hill, contains wind swept taverns and alpine plants. The third day is flat with a few slight hills and few different beaches along the way and then Devils Staircase again right near the very end. The Humpridge Track is the biggest part of the tourism appeal for Tuatapere; it brings in over two thousand trampers a year. I went and had a talk to the manager of the track, Trish King. The track was once inaccessible to people with certain disabilities. This was mainly aimed at people who are paralyzed from the waist down. Trish believes that she has helped make “the track more accessible to a wider range of people with the intro of upgrade options involving things like helicopters.” By making the track more accessible, the town is left with a better reputation for letting all kinds of people feel welcome in the town. Trish, being an “independent contractor,” works with many other companies such as “The Helicopter Line, Waiaurahiri Jet, The Waiiau Hotel and Trips & Tramps.” The track never used to work with these companies but now because Trish signed contracts with these companies, the track is earning more money which goes straight back into the community of Tuatapere. Some new attractions that are also attracting visitors and are apparently “amazing things to do to fill in the time”. These places are like “Yesteryears Café, a piece of history is within the tables and Last Light Lodge, the newest Café in town.” “Tuatapere is a growing place” and is once again becoming a huge people bringer. (para 4)

Tuatapere now...

Tuatapere does happen to be what most would call “the bottom of the world” or “truly the middle of nowhere.” But Tuatapere now is home to over nine hundred people, has a great school service and still has its place on the map in the tourism industry. The town is growing with every move it makes. Some of the moves, surprising. Others... not so much, but yet! Still doing well in today’s world. I was surprised about how much I really knew about my hometown, which happened to be basically nothing. Do you know where you truly come from? Like where you really come from and what your town was originally made for? Mine was for a punt so people could get across the river. What’s