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Level 2 Media Studies 2020

91248 Demonstrate understanding of the relationship between a media product and its audience

2.00 p.m. Thursday 3 December 2020
Credits: Three

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of the relationship between a media product and its audience.	Demonstrate in-depth understanding of the relationship between a media product and its audience.	Demonstrate critical understanding of the relationship between a media product and its audience.

Check that the National Student Number (NSN) on your admission slip is the same as the number at the top of this page.

You should write an essay on ONE of the four statements in this booklet.

If you need more room for your answer, use the extra space provided at the back of this booklet.

Check that this booklet has pages 2–10 in the correct order and that none of these pages is blank.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.

TOTAL

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INSTRUCTIONS

Choose ONE **media product** and its **audience**.

Write an essay discussing the extent to which you agree or disagree with ONE of the statements below.

Respond critically to the statement by analysing how and/or why the **relationship** between your chosen media product and its audience operates, and a consequence of that relationship.

Use page 3 to identify your chosen media product, its audience, your chosen statement number, and to plan your essay.

Begin your essay on page 4.

STATEMENTS (Choose ONE)

The statements below relate to some of the possible relationships between a media product and its audience.

1. An audience demands access to a media product anytime, anywhere.
2. The relationship between a media product and its audience is interactive.
3. Media producers use social media to target their audience.
4. Design determines the success of a media product.

Media product: _____

Audience: _____

Statement number:

PLANNING

Make sure you **respond only to your chosen statement** *throughout* your essay, and support your discussion with **evidence** from media text(s) and/or other sources, which may include your own production experience.

QUESTION
NUMBER

Extra space if required.
Write the question number(s) if applicable.

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QUESTION
NUMBER

