See back cover for an English translation of this cover



91248M



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Mātauranga Pāpāho, Kaupae 2, 2013

91248 Whakaaturia te māramatanga ki te hononga i waenga i tētahi huanga pāpāho me tōna apataki

9.30 i te ata o te Rāapa, te 20 o Whiringa-ā-rangi, 2013 Whiwhinga: E toru

Paetae	Kaiaka	Kairangi
Whakaaturia te māramatanga ki te hononga i waenga i tētahi huanga pāpāho me tōna apataki		Whakaaturia te māramatanga arowhāiti ki te hononga i waenga i tētahi huanga pāpāho me tōna apataki.

Tirohia mena e rite ana te Tau Ākonga ā-Motu (NSN) kei runga i tō puka whakauru ki te tau o runga ake o tēnei whārangi.

Me tuhi i tētahi whakautu ki te pātai kei roto i tēnei puka.

Mena ka hiahia whārangi atu anō hei tuhituhi i ō whakautu, whakamahia ngā whārangi wātea kei muri o tēnei puka.

Tirohia mena e tika ana te raupapatanga o ngā whārangi 2–19 kei roto i tēnei puka, ka mutu, kāore tētahi o aua whārangi i te takoto kau.

ME HOATU KOE I TĒNEI PUKA KI TE KAIWHAKAHAERE Ā TE MUTUNGA O TE WHAKAMĀTAUTAU.

TE TAPEKE

Ko te whakahau, kia whakapau koe i te kotahi haora e whakautu ana i te pātai kei roto i tēnei puka.

TE PĀTAI

Matapakina te **hononga** i waenga i tētahi huanga pāpāho me tōna apataki.

NGĀ TOHUTOHU

Kōwhiria TĒTAHI huanga pāpāho me tōna apataki.

Kōwhiria TĒTAHI, ētahi rānei o ngā **āhuatanga** kei te whārangi 3, ā, whakamahia taua/aua āhuatanga i tō matapakinga i te **hononga** i waenga i te huanga pāpāho i kōwhiria ai e koe me tōna apataki.

I roto i tō matapakinga:

- whakaahuatia te **hononga** i waenga i te huanga pāpāho me tōna apataki
- whakamahukitia mai te āhua o te hononga-he pēhea, nā te aha hoki rānei i hono pēnei ai te huanga pāpāho me tōna apataki
- mātaitia tētahi o ngā putanga o te hononga
- tāpirihia he taipitopito nō tētahi/ētahi pukapuka pāpāho, nō rauemi kē atu hoki rānei, hei taunakitanga.

Whakamahia te whārangi 3 hei wāhi tuhituhi i te huanga pāpāho kua kōwhiria e koe me tōna apataki, me te/ngā āhuatanga kua kōwhiria e koe. He wāhi hoki ki reira hei whakamahere i tō whakautu.

Me tīmata tō tuhi whakautu ki te whārangi 6.

Te huanga pāpāho:
Гōna apataki:
phungia TĒTAHI, ētahi rānei o ēnei āhuatanga o te hononga i waenga i te huanga pāpāho i
ōwhiria ai e koe, me tōna apataki, hei whakaarotanga māu i tō matapakihanga: Te tautuhinga , te ine hoki rānei i tētahi apataki pāpāho.
Te whakakeko i tētahi apataki pāpāho.
 Tētahi āhuatanga anō o te hononga, pērā i ngā take ōhanga, hītori, pāpori / tōrangapū, to □ ahurea, ture rānei.
ia mōhio ai: Hei taunakitanga pea mō te aromatawai tāu e tuhi ai ki te wāhi nei.
TE WHAKAMAHERE Te whakaahuatanga o te hononga:
To time lead a la menenge.
He pēhea, nā te aha hoki rānei i pēnei ai te hononga o te huanga pāpāho me tōna apataki:
Tētahi o ngā putanga o te hononga:
Totalii o nga patanga o to nonongan

You are advised to spend one hour writing a response to the question in this booklet.

QUESTION

Discuss the **relationship** between a media product and its audience.

INSTRUCTIONS

Choose ONE media product and its audience.

Select at least ONE of the **aspects** on page 5 and use this in your discussion of the **relationship** between your chosen media product and its audience.

In your discussion:

- describe the relationship between the media product and its audience
- explain how and/or why the media product and its audience are connected
- examine a **consequence** of the relationship
- include supporting details from media text(s) and/or evidence from other sources.

Use page 5 to write your chosen media product, its audience, and your chosen aspect(s), and to plan your response.

Begin your response on page 7.

ck at least ONE of the following aspects of the relationship between your chosen media product dist audience to consider in your discussion: The identification and/or measurement of a media audience. The targeting of a media audience. Another element of the relationship such as economic, historical, social/political, artistic, cultural, or legal considerations. Are: Responses made in this space may be used as evidence for assessment. PLANNING Description of the relationship:
The identification and/or measurement of a media audience. The targeting of a media audience. Another element of the relationship such as economic, historical, social/political, artistic, cultural, or legal considerations. ote: Responses made in this space may be used as evidence for assessment. PLANNING Description of the relationship:
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cultural, or legal considerations. **Jote: Responses made in this space may be used as evidence for assessment.** **PLANNING** Description of the relationship:**
PLANNING Description of the relationship:
Description of the relationship: How and/or why this relationship connects the media product and its audience:
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How and/or why this relationship connects the media product and its audience:
, ,
A consequence of the relationship:
A consequence of the relationship.

MĀ TE KAIMĀKA ANAKE

le tīmata ki konei tō tuhi whakautu, e matapaki ana i te hononga i waenga i tētahi huanga āpāho me tōna apataki:		

audience:	USE ON

MĀ TE KAIMĀKA ANAKE

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MĀ TE KAIMĀKA ANAKE

USE ONLY

		He whārangi anō ki te hiahiatia.	
=		Tuhia te nama o te pātai, mena e hāngai ana.	
AU PĀTAI	l		

DUESTION	I	Write the	ce if require number(s) if	ed. f applicable.		ASSESSOR'S USE ONLY
QUESTION NUMBER						

	He whārangi anō ki te hiahiatia.	
AU PĀTAI	Tuhia te nama o te pātai, mena e hāngai ana.	

MĀTE
KAIMĀKA
ANAKE

DUESTION	I	Write the	ce if require number(s) if	ed. f applicable.		ASSESSOR'S USE ONLY
QUESTION NUMBER						

	He whārangi anō ki te hiahiatia.	
U PĀTAI	Tuhia te nama o te pātai, mena e hāngai ana.	

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English translation of the wording on the front cover

Level 2 Media Studies, 2013

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

9.30 am Wednesday 20 November 2013 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 a response to the question in this booklet.

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

Check that this booklet has pages 2–19 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.