3

SUPERVISOR'S USE ONLY

91490



Level 3 Media Studies, 2019

91490 Demonstrate understanding of an aspect of a media industry

9.30 a.m. Monday 11 November 2019 Credits: Four

Achievement	Achievement with Merit	hievement with Merit Achievement with Excellence	
Demonstrate understanding of an aspect of a media industry.	Demonstrate in-depth understanding of an aspect of a media industry. Demonstrate perceptive understanding of an aspect of a media industry.		

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 any answer, use the extra space provided at the back of this booklet.

Check that this booklet has pages 2–12 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

INSTRUCTIONS

Choose ONE media industry that you have studied.

Write an essay discussing the **extent** to which you agree with ONE of the statements below. Respond critically to the statement by evaluating the **operation**, **impact**, **and wider significance** of an aspect of your chosen media industry.

Use page 3 to write your chosen media industry, aspect of the media industry, statement number, and to plan your essay.

Begin your essay on page 4.

STATEMENTS (Choose ONE)

- **1.** Media industries need to foster and/or support local content.
- 2. Emerging media create new opportunities.
- 3. Relationships and/or regulatory forces within media organisations determine success.
- **4.** Access has empowered audiences.

	ASSESSOR'S		
Media industry:	USE ONLY		
Aspect of the media industry:			
Statement number:			
PLANNING			

You should aim to write a concise essay of no more than 7–8 pages (or about 1000 words). The quality of your writing is more important than the length of your essay.

Make sure you **respond to only your chosen statement**. Draw conclusions about the **wider significance** of the impact for your chosen media industry and/or society by including **relevant**, **specific supporting detail** from media text(s), and/or evidence from other sources.

Begin your essay here:	

ASSESSOR'S USE ONLY

ASSESSOR'S USE ONLY

ASSESSOR'S USE ONLY

ASSESSOR'S USE ONLY

ASSESSOR'S USE ONLY

ASSESSOR'S USE ONLY

USE ONLY

NIESTION	I	Extra space if required. Write the question number(s) if applicable.	ASSES USE 0	SOR'S ONLY
QUESTION NUMBER				

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

ASSESSOR'S USE ONLY

QUESTION	write the queetion number (e) it applicable.	
QUESTION NUMBER		