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91248



NEW ZEALAND QUALIFICATIONS AUTHORITY
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SUPERVISOR'S USE ONLY

Level 2 Media Studies, 2015

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

2.00 p.m. Monday 16 November 2015

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 six statements or quotations 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.

Low
Achievement

TOTAL

3

ASSESSOR'S USE ONLY

INSTRUCTIONS

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

Write an essay discussing the **relationship** between your chosen media product and its audience, by responding to ONE of the statements or quotations below.

In your discussion:

- describe ONE **aspect** of the relationship
- explain how and/or why this aspect **connects** the media product and its audience
- examine a **consequence** of this relationship
- include **supporting detail** from media text(s) and/or evidence from other sources.

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

Begin your essay on page 4.

STATEMENTS/QUOTATIONS (Choose ONE)

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

1. The most successful media products create a relationship with their audience.

Discuss, in relation to a media product you have studied.

2. Audience measurement is important for the success of a media product.

Discuss, in relation to a media product you have studied.

3. New media have changed the game.

Discuss the ways the Internet has changed the relationship between product and audience.

4. Appealing to media audiences is all about pushing the boundaries.

Discuss, in relation to a media product you have studied.

5. 'The consumer rules.'

Discuss the importance of audience response for a media product you have studied.

6. 'There's a sucker born every minute.'

Discuss how media products shape audience response.

Media product:

PSA

Audience:

18-22 Blue collar Males.

Statement/quotation number:

1

Note: Responses made in this space may be used as evidence for assessment.

PLANNING

Description of your chosen media product's audience:

'Shane' 18-22
Work clothes
Core fears - losing mates
Speech - 'Mate' speaking like Shane
Clothing - Work clothes - Appearance - Car
Blue collar

Description of ONE aspect of the relationship:

How and/or why this aspect **connects** your chosen media product and its audience:

A **consequence** of the relationship between your chosen media product and its audience:

The suggested maximum for your essay is 800 words (6–7 pages). The quality of your writing is more important than the length of your essay.

Support your discussion with **detail** from media text(s) and/or evidence from other sources.

Begin your essay here:

NZTA (New Zealand Transport Agency) has created this ideal representation of a common drink driver in New Zealand called 'Shane'. Shane is a blue collar male that likes to have a few beers down the pub after work with his mates then drive them all home drunk. NZTA has based a majority of their PSAs off of this character as he fits perfectly in their anti-drink driving PSAs. In order for NZTA to create this relationship with their target audience they must ~~pull~~ perfectly ~~create~~ display to their target audience a representation of the targeted audience in order to pull them in and actually take notice of the PSA and have a positive effect. In order to do this they have to relate ~~in~~ their appearance ~~and~~ ^{Speech} and fears.

In NZTA's PSA 'Mate' they executed this perfectly. To begin with they targeted 'Shane' (Target audience) appearance, first they began with what 'Shane' would wear, taking into consideration 'Shane' was blue collar and lived in a rural area he would be wearing his work clothing which would be a scrappy top and jeans, he would have a cheap car and short hair. NZTA originally made the 'Mate' PSA with ~~them~~ 'Shane' and his mates wearing tidy clothing but after showing the PSA to some test subjects they realised they need to change the clothing to something more relaxed in order for the target audience to fully relate.

Once NZTA had appearance covered they moved onto 'Shane's' speech which would typically be full of a lot of slang so NZTA took advantage of this in the 'Mate' PSA as the only word they use throughout the entire PSA is the word 'mate'. By doing this it would draw the attention of their target audience as 'mate' is a word they would use very frequently. NZTA even used 'mate' for a bit of comedy as ~~they~~ during the PSA as a lady walks past 'Shane' and his mates and they all say 'macaté'. This worked perfectly as their target audience was now hooked and wanted to watch on.

In the final aspect of the PSA, NZTA displayed 'Shane's' (target audience) worst fear which was losing all of his mates. During the PSA there are small clips of 'Shane' taking secret sips of beer but he is meant to be the sober driver. After Shane and his mates are done at the pub they all hop in the car with 'Shane' driving when they all think he is sober. On the drive home 'Shane' loses control of the car ~~they~~ and they crash. After this comes the last clip of the PSA as 'Shane' walks into the ^{Pub} bar but none of his mates are there, this shows that they all died in the car crash 'Shane' was responsible for. ~~They~~ Their target audience's worst fear would be losing all their mates in a car crash caused by them, so by showing this core fear NZTA hopes they can relate to their target audience enough to convince them to take a second thought next time they hop in a car intoxicated because 'Shane' is a good guy but he made a bad decision.

Overall I believe NZTA did a great job of relating their PSA to their target audience and that these three aspects were a vital part of doing this, because without the appearance, speech and fear the target audience (Shane) would not be able to relate and the PSA would not be effective. In conclusion what NZTA is trying to get across is that 'Shane' is a good guy but can make stupid decisions, so next time you hop in a car intoxicated, take a second think about it.

A3

Low Achievement exemplar for Media Studies 91248 2015			Total score	3
Q	Grade score	Annotation		
	A3	<p>Page 3: The candidate identifies a generic media product and a specific target audience, with some additional audience descriptions on the planning page.</p> <p>Page 4 (paragraph 1): The candidate provides a description of the core audience ('Shane'), with a reference to the statement (#1). However, further details / characteristics of the target audience are required.</p> <p>Page 4 (paragraph 2): The candidate identifies the media product (NZTA's 'Mate' PSA), and provides a description of the main protagonist ('Shane') in terms of his appearance. However, the link with the target audience is mainly implied.</p> <p>Page 5 (paragraph 3): The candidate attempts to illustrate the impact of language on the relationship with the target audience.</p> <p>Page 5 (paragraph 4): The candidate offers a commentary on the effect of the PSA on the target audience.</p> <p>Overall, the candidate has attempted to describe the relationship between the media product and its audience with some supporting details, but reference to the target audience is mainly implied.</p>		