

93303Q



933032



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD
KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

Scholarship 2017 Media Studies

2.00 p.m. Thursday 16 November 2017
Time allowed: Three hours
Total marks: 24

QUESTION BOOKLET

Answer ALL three questions in this booklet.

Write your answers in Answer Booklet 93303A.

Start each question on the designated page in the answer booklet. Write the number of your chosen question, and the quotation or statement in full in your answer booklet.

Check that this booklet has pages 2 and 3 in the correct order and that neither of these pages is blank.

YOU MAY KEEP THIS BOOKLET AT THE END OF THE EXAMINATION.

Each essay will be marked on the basis of the following:

- 0–8 mark scale for subject knowledge, higher-level critical thinking and organisation/presentation skills expected in a structured response, such as integration, analysis, synthesis, and logical argument.

INSTRUCTIONS

You are advised to spend 30 minutes reading through the questions and planning your responses, and 2 hours 30 minutes writing your three essays.

Answer ALL three questions. Plan and write your answers in Answer Booklet 93303A.

For EACH question:

- You should choose and respond to ONE only of the quotations or statements provided.
- You should refer to a wide range of specific evidence to support your analyses.
- You may respond by agreeing or disagreeing with your chosen quotations or statements, OR by considering a variety of points of view in your essays.

Do NOT use the same material to answer more than one question.

QUESTION ONE: The close reading of media texts

With reference to ONE of the quotations or statements below, **analyse media texts (from any medium)** that you have read closely.

EITHER:

- (a) “The interaction between genre(s) and media can be seen as one of the forces which contributes to changing genre(s).” *Daniel Chandler*

OR:

- (b) “If we can’t write diversity into [a media text], then what’s the point? You don’t create new worlds to give them all the same limits of the old ones.” *Jane Espenson*

OR:

- (c) “The artist brings to the genre his or her own concerns, techniques, and capacities—in the widest sense, a style—but receives from the genre a formal pattern that directs and disciplines the work.” *Edward Buscombe*

OR:

- (d) “I’m drawn to filmmaking [or other mediums] that can transport me. Film [or other mediums] can immerse you, put you there.” *Kathryn Bigelow*

OR:

- (e) There is a crisis of representation in the media. The news media remain limited to a single demographic.

QUESTION TWO: The relationship(s) between media and wider society

With reference to ONE of the quotations or statements below, **analyse the relationship(s)** between one or more media and wider society, OR **analyse the development** of a medium/media industry and/or the factors that shape it.

EITHER:

- (a) "Television [and VOD] is the new frontier. Film is conservative and I'm sick of it." *Jane Campion*

OR:

- (b) It's not the strongest that survive, nor the most intelligent, but the ones that are most adaptable to change.

OR:

- (c) "Technology can change things. And in the case of the music [or other media] industry – it destroyed it." *Jeff Price*

OR:

- (d) "The leaks are real; the news is fake." *Donald Trump*

OR:

- (e) "Foreign, private owners [of media outlets] have no particular concern for our national identity and culture." *Paul Norris*

QUESTION THREE: Media production

With reference to ONE of the quotations or statements below, **demonstrate a critical understanding of your chosen medium and its production context**, including reference to your production experience.

EITHER:

- (a) The use of creative technology can both influence and hinder the success [vision] of a media product.

OR:

- (b) There is always a balancing act between the creative and practical processes in making a media product.

OR:

- (c) The post-production process is a vital part in achieving the creator's vision.

OR:

- (d) The goal of any media product is to combine great visual and/or audio elements with memorable content.

OR:

- (e) "The first part of the director's job is knowing what the audience should be feeling, and when. The second part is harnessing the tools to get them there." *Jennifer Van Sijll*

93303Q