

93303Q



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NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

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

Scholarship 2015 Media Studies

9.30 a.m. Wednesday 18 November 2015

Time allowed: Three hours

Total marks: 32

QUESTION BOOKLET

There are three questions in this booklet. Choose TWO questions to answer.

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 each of the following:

1. 0–8 mark scale for subject knowledge
2. 0–8 mark scale for 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 40 minutes reading through the questions and planning your responses, and 2 hours 20 minutes writing your two essays.

Choose any TWO of the following three questions. Plan and write your answers in Answer Booklet 93303A.

For EACH question, choose and respond to ONE only of the quotations or statements provided.

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

- 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.
- You may refer to your own production experiences—where the context allows.

QUESTION ONE: 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.

EITHER:

- (a) “As the growth of social media and online environments has occurred, there’s a realisation that along with that, must come a heightened awareness of privacy.” *Rick Shera*

OR:

- (b) Digital technologies have rendered copyright obsolete.

OR:

- (c) “A global battle for freedom of expression [in the media] is upon us.” *Joel Simon*

OR:

- (d) “Censorship has never been more important, precisely because [media] entertainment now comes in so many different forms, via so many different devices.” *Nikki MacDonald*

OR:

- (e) “The media can be an instrument of change: it can maintain the status quo and reflect the views of society, or it can (hopefully) awaken people, and change minds.” *Katie Couric*

QUESTION TWO: The development of a medium and/or the factors that shape a media industry

With reference to ONE of the quotations or statements below, **analyse the development** of a medium/media industry and/or the **factors** that shape it.

EITHER:

- (a) “Digital distribution, while offering new avenues and venues for film [and/or other media], is contributing to a fragmented and individualised media culture.” *Janet Wasko*

OR:

- (b) Cinema [and/or other media] is a medium driven by technology.

OR:

- (c) “Control of when a customer consumes a [media] product has shifted entirely towards the customer, and those that don’t understand will simply fail in the marketplace.” *Paul Brislen*

OR:

- (d) “Streaming is about access versus ownership. Now you can have up to 30 million songs in your pocket.” *Fredric Vinnå*

OR:

- (e) “New Zealand television has few advantages. No large population, no big markets nearby. Our TV licence fee was scrapped in 1999, and neither our national broadcasters, nor pay TV company, have strong obligations to produce quality, local programmes.” *Mark Broatch*

QUESTION THREE: 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 best films [or other media] are always personal, the work of one individual alone.” *Wheeler Dixon*

OR:

- (b) “Genre serves as a barometer of the social and cultural concerns of cinema-going audiences.” *Susan Hayward*

OR:

- (c) “Genre might certainly increase some of your narrative freedoms, but it also diminishes others. That’s the nature of genre.” *Junot Díaz*

OR:

- (d) Narratives are systems that create meaning in media texts.

OR:

- (e) “Editing gives film [or other media] its meaning and its effect.” *Vsevolod Pudovkin*

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