

93303Q



933032



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

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

Scholarship 2016 Media Studies

9.30 a.m. Thursday 1 December 2016
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:

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

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

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) New forms of media have allowed for better representations of minority groups.

OR:

- (b) “New media must be snackable and shareable.” *Mark Weldon*

OR:

- (c) New Zealand’s media regulations are not fit for purpose in a converging media landscape.

OR:

- (d) “Our challenge is to come up with different ways to engage the audience with public-good journalism.” *Shayne Currie*

OR:

- (e) The current media audience rating systems were designed before the rise of the Internet and new media, and have not adapted with the times.

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) “We’re no longer in the music business—it doesn’t exist anymore. We’re in the multimedia business.” *Scooter Braun*

OR:

- (b) “The grand tradition of printed newspapers, sometimes noble and sometimes shameful, is coming to an end.” *Brian Cathcart*

OR:

- (c) “The question is not whether traditional media catches up—they are unable to cope with or take advantage of the Internet.” *Arash Amel*

OR:

- (d) Video and/or music on demand services are undermining commercial broadcasting.

OR:

- (e) “TVNZ must provide high-quality content that is relevant to, and enjoyed and valued by, New Zealand audiences.” *TVNZ Act*

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) “Genres are the sum result of continuing interactions between two essential elements: conventions and inventions.” *David Marc*

OR:

- (b) No conflict, no story.

OR:

- (c) “The best films [or other media] of any kind, narrative or documentary, provoke questions.” *Edward Norton*

OR:

- (d) The film-maker [or other media creator] has a host of visual devices to narrate a story.

OR:

- (e) New Zealand films are characterised by a feeling of anxiety, alienation, and unease.

93303Q