

93303Q



933032



NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

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

## Scholarship 2022 Media Studies

Time allowed: Three hours  
Total score: 24

### QUESTION BOOKLET

Answer all THREE questions.

Write your answers in Answer Booklet 93303A.

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.**

## INSTRUCTIONS

**Answer all THREE questions. Plan and write your answers in Answer Booklet 93303A.**

For EACH question:

- You should refer to a wide range of specific evidence to support your analysis.
- You may respond by agreeing or disagreeing with your chosen quotation or statement, OR by considering a variety of points of view.

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 development** of a medium/media industry and/or the factors that shape it.

#### Quotations/statements (Choose ONE)

1. “Our [New Zealand media] coverage of Māori issues over the last 160 years ranged from racist to blinkered. Seldom was it fair or balanced in terms of representing Māori.” *Mark Stevens*
2. “Being a musician [or a media creator] and not being on Spotify [or other online platforms] is like selling a food product and not having it at the supermarket.” *Mazbou Q*
3. New Zealand stories/content may become less relevant to New Zealand consumers in a global entertainment market.
4. The growth of social media has contributed to misinformation that undermines trust in the mainstream media/news and creates increasing polarisation.

## QUESTION TWO: Media production

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

### Quotations/statements (Choose ONE)

1. "Great things are done by a series of small things brought together." *Vincent van Gogh*
2. "Everything seems really simple on paper until you 'take a camera out of the box'." *David Fincher*
3. "Creativity is like washing a pig. It's messy. It has no rules. No clear beginning, middle, or end ..." *Luke Sullivan*
4. A media production is 10 per cent original and 90 per cent plagiarism.

## 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.

### Quotations/statements (Choose ONE)

1. "Television [including streaming services] is making the kind of epics and genres that the movie studios used to make, and often doing it better with more complex narratives ..." *David S. Goyer*
2. Film genre [or other media] has a lot to answer for when it comes to representing diversity.
3. "I think that three-act fundamentalism in film culture is a problem sometimes, because it's almost too obvious, or it's too expected. And it's not the only way to ... order ideas." *Jane Campion*
4. "We go to the theatre to be entertained, but if what is left after you watch the movie is a sort of eye-opening perspective on some social issues, then it can be a really powerful piece of art." *Jordan Peele*

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