

93303Q



933032



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

Scholarship 2014 Media Studies

2.00 pm Thursday 27 November 2014
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 2–4 in the correct order and that none 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) “The Internet will suck all creative content out of the world.”
David Byrne

OR:

- (b) Social media are now considered legitimate forms of publication and must be treated with the same legal consideration as traditional media.

OR:

- (c) Mainstream New Zealand media are geared to one audience and it is not Māori or Pasefika.

OR:

- (d) “A child born today will grow up with no conception of privacy at all.”
Edward Snowden

OR:

- (e) “Far from merely holding an objective mirror up to the audience, television [and other media] through processes of selection and construction ... represent[s] the world in a particular and definite way.”
Vanessa Pōhipi

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) “The Internet is disrupting every media industry [and medium].”
Jeff Bezos

OR:

- (b) Digital formats and innovative release strategies have revolutionised the way we consume media.

OR:

- (c) “The future is already here—it’s just not very evenly distributed.”
William Gibson

OR:

- (d) “We learned from the music industry—you’ve got to give people what they want [regarding media content] or they’ll figure out how to get it by other means.”
Todd Wagner

OR:

- (e) “There’s going to be an implosion ... where these mega-budgeted movies go crashing into the ground, and that’s going to change the paradigm again.”
Steven Spielberg

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) "A special effect is a tool, a means of telling a story. A special effect without a story is a pretty boring thing."
George Lucas

OR:

- (b) "Early cinema proves that language is not always needed to tell stories."
Melinda Anastasios Roberts

OR:

- (c) "A genre film depends on a combination of novelty and familiarity."
Edward Buscombe

OR:

- (d) "Film [or other medium] is incredibly democratic and accessible; it's probably the best option if you actually want to change the world, not just redecorate it."
Banksy

OR:

- (e) "What we learn in movies directed by women is what real women are about. I don't think that men see things wrong and women right, just that we do see things differently."
Jane Campion