



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

New Zealand Scholarship Assessment Specifications

General Information

Scholarship Performance Standard	Media Studies 93303
Mode of Assessment	Written examination
For Year	2006

Specific Information

Format of the assessment

The examination will be arranged in ONE section, containing THREE essay questions.

Candidates will be required to answer any TWO of the THREE essay questions.

Question One will focus on the relationship between media and wider society.

Question Two will focus on the development of a medium.

Question Three will focus on the role of production processes in shaping media texts.

Essays 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 the higher level thinking and organization / presentation abilities such as integration, analysis, synthesis, logical argument expected in a structured response.

Candidates will be expected to demonstrate wide reading and perceptive understanding of at least one media industry and its context, illustrated by reference to specific texts and other relevant evidence.