

93303Q



933032



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

Scholarship 2008 Media Studies

9.30 am Thursday 27 November 2008

Time allowed: Three hours

Total marks: 32

QUESTION BOOKLET

There are **THREE** questions in this booklet. You should answer **TWO** questions.

Write **ALL** 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 quotation carefully in your Answer Booklet.

Check that this booklet has pages 2–3 in the correct order.

YOU MAY KEEP THIS BOOKLET AT THE END OF THE EXAMINATION.

You are advised to spend 40 minutes reading through the questions and planning your responses, and 2 hours 20 minutes writing your essays.

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 higher-level critical thinking and organisation/presentation skills expected in a structured response, such as integration, analysis, synthesis and logical argument.

Choose any **TWO** of the following three questions to answer, and write your answers in the Answer Booklet 93303A.

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

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

QUESTION ONE: THE RELATIONSHIP(S) BETWEEN MEDIA AND WIDER SOCIETY

EITHER:

- (a) “Ratings obsessed, focus grouped, lowest denominator media products lead to stupid ideas in the minds of audiences.”
Dr Aric Sigman

OR:

- (b) “The media is a massage. We're constantly being stroked, manipulated, adjusted, realigned, and manoeuvred.”
Joey Skaggs

OR:

- (c) “Broadcasting [and other media] standards matter because when they're breached someone usually ends up suffering the consequences.”
Dominic Sheehan

With reference to ONE of the quotations above, **analyse the relationship(s)** between ONE or more media AND wider society.

You **MUST** address the quotation chosen in your answer.

You should refer to a wide range of specific evidence to support your analysis.

QUESTION TWO: THE DEVELOPMENT OF A MEDIUM AND/OR THE FACTORS THAT SHAPE A MEDIA INDUSTRY

EITHER:

- (a) “Convergence is changing the ways in which media industries operate and the ways average people think about their relation to media.”
Henry Jenkins

OR:

- (b) “Television is changing, and it’s changing so fast that it’s hard for the bigger, older, more established companies to keep up.”
Oliver Driver

OR:

- (c) “The era of the blockbuster is so over. The niche is now ‘king’, and the entertainment industry—from music to movies to TV—will never be the same.”
Chris Anderson

With reference to ONE of the quotations above, **analyse the development** of a medium/media industry AND/OR the **factors** that shape it.

You MUST address the quotation chosen in your answer.

You should refer to a wide range of specific evidence to support your analysis.

QUESTION THREE: THE CLOSE READING OF MEDIA TEXTS

EITHER:

- (a) “Genres tend to evolve by repeating old ideas in new combinations.”
James Naremore

OR:

- (b) “A great film is one that frees the viewer from a passive stupor and engages him or her in a creative process of viewing.”
Paul Schrader

OR:

- (c) “We don’t see things the way they are, we see them the way we are.”
Anaïs Nin

With reference to ONE of the quotations above, **analyse media texts** you have read closely.

You MUST address the quotation chosen in your answer.

You should refer to a wide range of specific evidence to support your analysis.