

93303Q



933032



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

Scholarship 2009 Media Studies

9.30 am Thursday 26 November 2009

Time allowed: Three hours

Total marks: 32

QUESTION BOOKLET

There are three questions in this booklet. You should answer TWO questions.

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 quotation or statement in full in your Answer Booklet.

Check that this booklet has pages 2–3 in the correct order and that none of these pages is blank.

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, and write your answers in the 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.

QUESTION ONE: The relationship(s) between media and wider society

EITHER:

- (a) The explosion of new media has not led to an enrichment of ideas. Instead, it has led to unprecedented levels of conformity in mainstream media.

OR:

- (b) “[Media] censorship in any form is the enemy of creativity.”
Allan Jenkins

OR:

- (c) “... there is a continuing dissatisfaction with the negative imaging [of Māori] by television, film and the print media.”
Merata Mita

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

- 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 both of these points of view in your essay.

QUESTION TWO: The development of a medium and/or the factors that shape a media industry

EITHER:

- (a) To remain relevant and successful in this digital era, media industries need to rethink their relationship with consumers.

OR:

- (b) "I think if you were a visitor to NZ... and you watched our commercial television channels, you'd probably be forgiven for thinking you were still in your home country" [eg UK, USA or Australia].
Jim Mather

OR:

- (c) "Newspapers... are dying and will die. They have no future whatsoever."
Roy Greenslade

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

- 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 both of these points of view in your essay.

QUESTION THREE: The close reading of media texts

EITHER:

- (a) "While genre was/is always about repetition and prediction, it is also about innovation and renewal."
Sean Redmond

OR:

- (b) "All film-making [and/or other media texts] is manipulation of creative elements to try to tell a greater truth."
Doug Pray

OR:

- (c) "The best films [and/or other media texts] burn into our subconscious and become part of our collective experience."
Robert Sarkies

With reference to ONE of the quotations above, **analyse media texts (from any medium)** that you have read closely.

- 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 by considering both of these points of view in your essay.

