

93303Q



933032



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

Scholarship 2007 Media Studies

9.30 am Tuesday 4 December 2007
Time allowed: Three hours
Total marks: 32

QUESTION BOOKLET

You should write ALL your answers in the Answer Booklet.

Start each question on a NEW page. Number each question carefully.

Check that this booklet has pages 2–4 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 thinking and organisation/presentation skills such as integration, analysis, synthesis, logical argument expected in a structured response.

Choose any TWO of the following question choices, and write your answers in the Answer Booklet 93303A.

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

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

The media are powerful. Good or bad, they reflect and influence society's interests, attitudes and values.

With reference to this statement, 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.

QUESTION TWO: THE DEVELOPMENT OF A MEDIUM

When the audience is fed up with the standard stuff and cries out for something different, that's when innovative things happen in a medium.

With reference to this statement, analyse one or more **developments** in a medium.

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

QUESTION THREE: THE FACTORS THAT SHAPE A MEDIA INDUSTRY

The challenge for media industries is to adapt and find ways to remain relevant and profitable as technology and/or society change.

With reference to this statement, analyse the **factors that have shaped** and/or are shaping one or more media industries.

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

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PLANNING

Use this space to plan your essay response.

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Use this space to plan your essay response.