

**93303Q**

NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

## Scholarship 2005 Media Studies

2.00 pm Saturday 10 December 2005

Time allowed: 3 hours

Total marks: 16

### QUESTION BOOKLET

You should answer TWO questions, using Answer Booklet 93303A.

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.

**Answer ANY TWO of the following questions.**

**QUESTION ONE: DEVELOPMENT WITHIN A MEDIUM (8 marks)**

“Progress is impossible without change ...” *Albert Einstein*

Discuss with reference to significant developments in ONE specific medium.

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

**QUESTION TWO: TRENDS/ISSUES (8 marks)**

“There is nothing new under the sun.” *Ecclesiastes 1: 9*

Discuss with reference to a significant trend or issue in media.

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

**QUESTION THREE: ROLE OF MEDIA IN SOCIETY (8 marks)**

“The media’s the most powerful entity on earth.” *Malcolm X*

Discuss with reference to the role of media in our society.

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

PLANNING PAGE