

93303Q



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

Scholarship 2006 Media Studies

2.00 pm Wednesday 6 December 2006

Time allowed: Three hours

Total marks: 32

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.

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.

Answer any TWO of the following questions.

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

QUESTION ONE: THE RELATIONSHIP BETWEEN MEDIA AND WIDER SOCIETY

“Whoever controls the media, controls the mind.”

Jim Morrison

Analyse the relationship between the media and wider society in the light of Morrison’s statement.

You may refer to details of one medium or more than one media to illustrate your argument.

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

QUESTION TWO: DEVELOPMENTS IN A MEDIUM

“What is required is a complete transformation of the way we think about our product.”

Rupert Murdoch

Analyse developments in ONE medium with reference to Murdoch’s statement.

You may refer to developments in one or more aspects of the media to illustrate your argument.

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

QUESTION THREE: THE ROLE OF PRODUCTION PROCESSES IN SHAPING MEDIA TEXTS

“To use technology to create magic is what appealed to me.”

Francis Ford Coppola

Analyse the impact of technology and/or other aspects of production processes in shaping media texts, with reference to Coppola’s statement.

You may refer to specific details of production processes in one medium or more than one media to illustrate your argument.

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

PLANNING PAGE