

93303Q



933032



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

Scholarship 2011 Media Studies

2.00 pm Friday 25 November 2011

Time allowed: Three hours

Total marks: 32

QUESTION BOOKLET

There are three questions in this booklet. Choose TWO questions to answer.

Write your answers in the Answer Booklet 93303A.

Start each question on the designated page in the Answer Booklet. Write the number of your chosen question, and the quotation or statement in full in your Answer Booklet.

Check that this booklet has pages 2 and 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 two 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.

INSTRUCTIONS

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.

- You should refer to a wide range of specific evidence to support your analyses.
- You may respond by agreeing or disagreeing with your chosen quotations or statements, OR by considering a variety of points of view in your essays.

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

EITHER:

- (a) “Privacy is dead, and social media hold the smoking gun.”
Peter Cashmore

OR:

- (b) “Audience measurement, properly used can be a good servant; but it is a bad master.”
Robert Silvey

OR:

- (c) “Whilst technology might change the way content is delivered, it shouldn’t be used as an excuse to ignore the [copy] rights of those who make the content.”
Anthony Healey

OR:

- (d) “The [media’s] representation of Māori people is limited to a violent, abusive face, and the wider realities of our day-to-day experiences remain hidden.”
Leonie Pihama

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

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

EITHER:

- (a) "The digital camera is the death of Hollywood production and not the death of cinema."
Samira Makhmalbaf

OR:

- (b) "Don't blame the web when newspapers die."
John C. Dvorak

OR:

- (c) "I'm not sure if music [industry] got a future."
Ice Cube

OR:

- (d) The New Zealand film industry can survive only with government funding.

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.

QUESTION THREE: The close reading of media texts

EITHER:

- (a) "The technology available for film-making now is incredible, but I am a big believer that it's all in the story."
Robert Redford

OR:

- (b) "Like poetry, short films have the power to challenge notions of conventional storytelling."
Dustin Feneley

OR:

- (c) "I think there's a power in withholding information [in media texts], revealing things gradually, letting the audience discover things."
Alison Maclean

OR:

- (d) The most significant works [media texts] of the twentieth century are those that go beyond the boundaries of genre.

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

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