

New Zealand Scholarship Assessment Specifications

Performance Standard

Media Studies

Mode of Assessment

Written Examination

For Year

2012

Format for the assessment

The examination will take the form of three essay questions.

Candidates will be required to answer any two of the three questions.

Each question will provide candidates with a choice of brief quotations and/or statements.

For each question, candidates will be required to choose and respond to ONE of the quotations/statements provided.

Question One will focus on the relationship between media and wider society.

Question Two will focus on the development of a medium and/or the factors that shape a media industry.

Question Three will focus on conclusions drawn from the close reading of media texts.

For all questions, candidates will be expected to demonstrate wide and/or close reading and personal perceptive understanding of at least one medium/media industry and its context, illustrated by reference to specific media texts and other relevant evidence. Where the context allows, candidates may refer to their own production experiences in their responses.

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

Each question will require candidates to address the quotation/statement in their analysis.

Essays will be marked on the basis of each of the following:

- 0-8 mark scale for subject knowledge.
- 0-8 mark scale for higher-level critical thinking and organisation/presentation abilities such as integration, analysis, synthesis, logical argument expected in a structured response.