

New Zealand Scholarship Assessment Specifications

General Information

Scholarship Standard	Media Studies
Mode of Assessment	Written examination
For Year	2010

Specific Information

Format of 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 general 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.

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

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

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 organization / presentation abilities such as integration, analysis, synthesis, logical argument expected in a structured response.