



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

Scholarship, 2004

Media Studies (93303)

National Statistics

Assessment Report

Assessment Schedule

Media Studies, Scholarship, 2004

General Comments

To achieve Scholarship, candidates for Media Studies should demonstrate the following attributes:

- strong analytical skills
- critical thinking skills
- evaluation skills
- communication skills: organisation, development and articulation of ideas
- originality and / or sophistication in approaches, performances or solutions
- thorough grounding in the subject: a diversity of texts, contexts, production processes, history and / or issues
- knowledge of media studies concepts and the ability to apply them.

The candidate who gained Scholarship in Media Studies understood the requirements and had the knowledge, skills and answering strategies to meet them.

This candidate responded to the questions in the paper, provided thoughtful, developed analysis, and demonstrated convincing knowledge of a range of texts, text diversity, media history and (to a lesser extent) production processes and media studies concepts.

Those candidates who did not achieve Scholarship were usually able to demonstrate sufficient knowledge but not sufficient analysis, or were not able to adapt prepared material to adequately respond to the questions.

No candidate demonstrated the necessary independence, flexibility, originality and ability to integrate and synthesise to gain Scholarship with Outstanding Performance.

Media Studies Scholarship

National Statistics

Number of Results	Percentage		
	Not Achieved	Scholarship	Outstanding
61	98.4%	1.6%	0.0%

Assessment Report

One candidate gained scholarship in 2004. This candidate's responses included thoughtful, developed analysis supported by appropriate examples from a range of texts. The candidate avoided excessive detail or explanation, assuming a level of knowledge in the reader and so allowing ample time to develop strong analysis.

Most candidates demonstrated convincing knowledge of text diversity and media history and (to a lesser extent) production processes and media studies concepts.

However, most candidates' responses lacked sufficient strength of analysis. Some responses were summaries of information, rather than critically engaged analytical discussions. For the majority of candidates, the requirement to sustain analysis through three essays proved to be too demanding.

Several responses made little attempt to adjust otherwise sound arguments developed in response to the exemplar questions.

In Question One, the requirement for candidates to draw conclusions about future developments produced unconvincing conclusions and generalisations structured around vague assertions such as “technology is improving all the time”, with little supporting argument or evidence.

In Question Three, candidates often developed generalised explanations without sufficient analysis unless they based their response on specific texts and production processes.

Assessment Schedule

Scholarship Media Studies (93303)

QUESTION ONE

Scholarship Criteria:

Through their strong analytical skills, candidates must demonstrate:

- close reading skills
- an ability to consider a variety of perspectives, and;
- an ability to compare and contrast both media texts and historical / current / future developments.

Candidates may tackle this question in a number of ways.

- Candidates should demonstrate knowledge of the various contexts in which the media operate. An awareness of past developments and an analysis of current trends should lead to conclusions about the future direction(s) of the media;
- Texts analysed could broaden from one medium to all media to provide evidence of textual and contextual skills;
- An awareness of a wide range of influences on media should be evident and candidates should consider audiences and tastes, commercial imperatives, technical developments, socio-economic, cultural and political factors, and other influences on media texts and developments as part of their analysis;
- A comprehensive understanding of media theory should be demonstrated through the candidate's ability to draw well-supported, thoughtful and valid conclusions leading towards an overarching view.

Candidates need to present a coherent and informed analysis that is amply supported with specific details of media texts that illustrate significant historical and current trends in media developments, including context (global trends; economic / social / political climate; legislative factors; values, attitudes and / or ideologies, etc). From these details they must extrapolate broader conclusions about this relationship and implications of it for the future.

They may refer to observations drawn from one personal production undertaken but need to base their conclusions on close reading of commercial media texts, study of commercial production processes, and literature about media such as published research papers and other analytical commentary.

Outstanding Performance Criteria:

For Outstanding Performance, candidates' analysis must show independence, flexibility and originality of thought, and their ability to integrate and synthesise an overarching view of the implications and ramifications of identified trends and developments in media, on the specific branch of the media involved (eg newspapers), on the wider media industry and on society.

QUESTION TWO

Scholarship Criteria:

Through their strong analytical skills, candidates must demonstrate:

- a comprehensive understanding of media theory and practice
- an awareness of the history and current status of a media issue important to New Zealand and its international context
- a thorough understanding of the media industry / environment in New Zealand (at least one medium)
- their ability to draw well-supported, thoughtful and valid conclusions about the implications of the issue and current trends in approaches to it.

There is no limitation on the type of issue that could be presented, except that it should be of considerable significance (ie of major importance) to at least one field of the media industry (film, radio, television, newspapers, magazines, etc) and its practitioners, gatekeepers and audiences in New Zealand.

Possible issues may include (but are not limited to):

- media censorship and/or self-regulation
- representations
- development of Māori media and its funding
- public service versus commercial broadcasting
- privacy or other ethical issues
- treaty obligations
- news journalism standards and tabloid trends
- media ownership
- film industry futures (eg funding, impact of overseas involvement, trainee numbers and training courses)
- quotas.

Candidates need to present a coherent and informed analysis that is amply supported with such things as:

- specific details of significant events in the history of the issue or controversy (past, recent and current), including context (global trends; economic / social / political climate; legislative and / or political factors; values, attitudes and / or ideologies, etc)
- impact of the issue or controversy on the media industry and its audiences in New Zealand.

From these details they must extrapolate broader conclusions about the issue or controversy, and future directions that could be taken in its resolution, and the implications / ramifications of these possible approaches.

They may refer to observations drawn from one personal production undertaken but need to base their discussion on analysis of the current climate and industry / community / political practices in addressing the issue or controversy.

Outstanding Performance Criteria:

For Outstanding Performance, candidates' analysis must show independence, flexibility and originality of thought, and their ability to integrate and synthesise an overarching view of the impact of this issue and its treatment on the specific branch of media involved (eg newspapers), its practitioners, gatekeepers and audiences, and for the wider media environment in New Zealand.

QUESTION THREE

Scholarship Criteria:

Candidates must display a good understanding of the production process, and of the skills and strategic thinking involved with it, in at least one medium and draw well-supported, valid conclusions about the impact that these have on the media texts produced.

Candidates may tackle this question in a number of ways.

- Candidates could analyse the importance of the stages in the production process within the medium studied or across media, and how they impact on the media products.
- They could explore the relative influence and interrelationships of roles within the production process. This may well be different for different media texts, produced in different contexts – eg *Jackass* and *Lord of the Rings*.
- The discussion could also focus on the relative merits of differing processes in the creation of media products and reasons why these are adopted, including creative solutions to production challenges.
- They could also explore the positioning of texts in relation to the many other texts competing for attention, eg coming up with creative ideas that are new to the genre.

- Other considerations (such as economic, political, philosophical and technical factors as well as the purpose / function / scale of media texts) could be identified as being influential on the production process, eg conceiving; the development process; budgetary constraints; planning and organisation; maintaining coherence; uses of technology or the medium; marketing; analysis, evaluation and quality control.
- The cyclical nature of the relationship between producers and their audiences could also be considered: the importance of audience feedback in order to capture and sustain the interest of the target audience, and the influence of that information on the strategies behind the production process and the process itself; the influence on the audience itself of media texts, etc.

Candidates need to present a coherent and informed discussion that shows breadth and depth of understanding and knowledge, strong analytical skills and knowledge of media studies concepts, and is amply supported with specific examples of the production process involved in a number of media texts. From these examples they must extrapolate broader conclusions about the relative merits of the focus of their discussion.

Candidates may refer to observations drawn from one personal production undertaken but need to base their discussion on analysis of examples from commercial texts.

Outstanding Performance Criteria:

For Outstanding Performance, candidates' discussion should show their independence, flexibility and originality of thought, and the ability to integrate and synthesise, ie draw from the specific examples to show wider implications and ramifications of the influence of the production process in shaping media texts – 'the big picture'. This could include both consideration of internal industry practices, costs, changes to media products, etc, and consideration of the impact on media consumers / audiences and / or other stakeholders.

Judgement Statement

Scholarship	Scholarship with Outstanding Performance
<p>The student will demonstrate:</p> <ul style="list-style-type: none"> • a knowledge of a diversity of media texts and the various contexts in which the media operate • a knowledge of the production processes used in shaping texts • an awareness both of media history and of current media trends and issues • strong analytical skills • a knowledge of Media Studies concepts and the ability to apply them in a relevant, thoughtful way (to both texts and contexts). <p>3 × S</p>	<p>In addition to meeting the criteria for Scholarship, the student will demonstrate:</p> <ul style="list-style-type: none"> • independence, flexibility, and originality • ability to integrate and synthesise. <p>2 × O plus 1 × S</p>