

93303Q



933032



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

Scholarship 2012 Media Studies

9.30 am Tuesday 27 November 2012
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

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

EITHER:

- (a) “The internet is causing explosive change, creating new and exciting ways of doing things while destroying many things we’ve held dear.”
Peter Griffin

OR:

- (b) “It is widely recognised that public broadcasting is an integral part of a democracy.”
Peter Bell

OR:

- (c) “Watchdogs [or media regulators] must keep up with media’s changing face.”
Linda Clark

OR:

- (d) “Television [and/or other media] misrepresentations and stereotypes help to both create and reinforce negative perceptions”
Anita Palathingal

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

With reference to ONE of the quotations or statements below, **analyse the development** of a medium/media industry and/or the **factors** that shape it.

EITHER:

- (a) "Old media formats [or media industries] have suffered disruption but are adapting to the changed conditions."
Roger Parry

OR:

- (b) "How can 3-D be the future of cinema when it's been giving audiences a headache for over a hundred years?"
Mark Kermode

OR:

- (c) The biggest threat to media industries/conglomerates is consumers' ability to share media content online with one another.

OR:

- (d) "Print is not dead. And the iPad is not going to replace magazines [or newspapers]. It's going to enhance them."
Jackie Seligman

QUESTION THREE: The close reading of media texts

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

EITHER:

- (a) "The primary goal of any film-maker [or television/print/radio creator] is to elicit emotion in the audience."
Michael Hauge

OR:

- (b) "Cinema [or other media] is not the reflection of reality, but the reality of that reflection."
Jean-Luc Godard

OR:

- (c) Media texts allow for an economy of expression through conventions and/or iconography.

OR:

- (d) Media texts are always produced within societal contexts: these contexts both shape and are shaped by the text(s).

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