

93303Q



933032



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

Scholarship 2010 Media Studies

9.30 am Thursday 25 November 2010

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 quotation 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.

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 provided.

Do NOT use the same material to answer more than one question.

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

EITHER:

- (a) “Copyright law makes criminals of everyday people.”
L.B. Bermingham

OR:

- (b) “Like all technology, the internet is not a cure for human nature; it’s an amplification of human nature—both the good and the bad.”
Lee Siegel

OR:

- (c) “As a nation, we [New Zealand] need a public broadcaster.”
Paul Norris

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

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

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

EITHER:

- (a) "Quality content is not free."
Rupert Murdoch

OR:

- (b) "Media outlets [industries and mediums] are in a bind: a quick suicide if they do not embrace the internet, a slow death if they do."
Antonia Senior

OR:

- (c) "Technology is not only changing the business of film-making, but also the importance of the story."
Nick Roddick

With reference to ONE of the quotations above, **analyse the development** of a medium/media industry AND/OR the **factors** that shape it.

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

QUESTION THREE: The close reading of media texts

EITHER:

- (a) "A story should have a beginning, a middle and an end—but not necessarily in that order."
Jean-Luc Godard

OR:

- (b) "To deny woman directors ... is to deny the feminine vision."
Jane Campion

OR:

- (c) "Genre can be regarded as a society or culture communicating with itself."
Nathan Abrams

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

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

