



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

**New Zealand Scholarship
Assessment Specifications**

General Information

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|---|---------------------|
| Scholarship Performance Standard | Media Studies |
| Mode of Assessment | Written examination |
| For Year | 2007 |

Specific Information

Format of the assessment

The examination will contain three essay questions and candidates will be required to answer any two of the three essay questions.

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

Question Two will focus on the development of a medium.

Question Three will focus on the factors that shape a media industry.

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

Each question will require candidates to respond to a quotation or statement in addressing the topic.

Candidates will be expected to demonstrate wide reading and perceptive understanding of at least one media industry and its context, illustrated by reference to specific texts and other relevant evidence.

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