



For Supervisor's use only



93303Q



NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

## New Zealand Scholarship Media Studies, 2004

2.00 pm Monday 15 November 2004

### QUESTION BOOKLET

You should answer ALL the questions, using the separate Answer Booklet 93303A.

Check that this booklet has pages 2 and 3 in the correct order and that neither of these pages is blank.

**YOU MAY KEEP THIS QUESTION BOOKLET AT THE END OF THE EXAMINATION.**

#### Outcome Description

The student will, through the analysis of texts, processes and issues, demonstrate a comprehensive understanding of media theory and practice.

#### Scholarship Criteria

The student will demonstrate:

- 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).

#### Scholarship with Outstanding Performance Criteria

In addition to meeting the criteria for Scholarship, the student will demonstrate:

- independence, flexibility, and originality
- ability to integrate and synthesise.

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You have three hours to answer the questions from this booklet.

### **QUESTION ONE**

From your close reading of media texts, draw conclusions about future developments within a medium. You should refer to specific examples from a number of media texts to support your analysis.

### **QUESTION TWO**

Analyse a media issue or controversy in New Zealand, with reference to its past, present and future. You should refer to a number of sources and specific examples from media texts to support your analysis.

### **QUESTION THREE**

Analyse the influence of the production process in shaping media texts. You should refer to specific examples from a number of media texts to support your analysis.