

93303Q



933032



NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

## Scholarship 2013 Media Studies

9.30 am Thursday 28 November 2013

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 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 neither 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. Plan and write your answers in 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.
- You may refer to your own production experiences—where the context allows.

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

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

#### ***EITHER:***

- (a) Media consumers are both liberated and constrained by the new media.

#### ***OR:***

- (b) The quest for good audience ratings does not create product differentiation—it creates sameness in media products.

#### ***OR:***

- (c) “There [is] an absence of accountability for new media.”  
*Sir Grant Hammond*

#### ***OR:***

- (d) The media are responsible for shaping aspects of culture and/or society.

## 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) “Media organisations have struggled to keep up with how the internet and social media have changed the consumption of news [and/or other media content].”  
*Mai Chen*

### ***OR:***

- (b) The future of media industries is selling more of less.

### ***OR:***

- (c) Film is dead—long live digital.

### ***OR:***

- (d) “The internet is a convenient scapegoat for the music [or other media] industry struggling to come to terms with an entirely changed media environment.”  
*Andrew Dubber*

## 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 drama of film [or television] lies not so much in what is shot, but in how it is shot, and how it is presented through editing.”  
*James Monaco*

### ***OR:***

- (b) A media genre is not created in a vacuum. It emerges from a tradition and is produced within a social context.

### ***OR:***

- (c) “New Zealand films [or other media products] have attitude, a certain flair with stylisation, and an uncanny ability to give audiences quirky detours from what is expected.”  
*Shelley Kay*

### ***OR:***

- (d) “Film-makers [or other media producers / creators] allow people to see reflections of themselves in a broad and accessible way.”  
*Vincent Ward*

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