

## NEW ZEALAND SCHOLARSHIP 2004

### ASSESSMENT SCHEDULE FOR MEDIA STUDIES

#### QUESTION ONE

##### Outstanding Performance – Performance Descriptor 1

In addition to the criteria for Performance Descriptor 2, candidates' analysis must show independence, flexibility and originality of thought, and their ability to integrate and synthesise an overarching view of the implications and ramifications of identified trends and developments in media, on the specific branch of the media involved (eg newspapers), on the wider media industry and on society.

##### Performance Descriptor 2

Through their strong analytical skills, candidates must demonstrate:

- close reading skills applied to diverse texts;
- an ability to consider a variety of perspectives, and;
- an ability to use media texts to explain or illustrate future development.
- an ability to draw well-supported and thoughtful conclusions about implications for the future.

Candidates may take one or more of the following approaches to drawing conclusions about future developments:

- Demonstrate knowledge of the various contexts in which the media operate showing an awareness of past developments and an analysis of current trends.
- Demonstrate an awareness of a range of influences on media such as audiences and tastes, commercial imperatives, technical developments, socio-economic, cultural and political factors.
- Demonstrate an understanding of media theory, by applying it to media texts and contexts.

Candidates need to present a coherent and informed analysis that is amply supported with specific details of media texts, and historical and current contexts. The analysis should draw conclusions about implications for the future. Illustrations of significant historical and current trends in media developments could include global trends; economic/social/political climate; legislative factors; values, attitudes and/or ideologies, etc.

Candidates will be expected to provide evidence of having read a diverse range of texts. *Diversity* refers to both the type and range of texts. Text types could include primary texts eg films, documentaries, newspaper articles, and secondary texts such as critiques, commentary, reference material. Text range could include works by a specific director, texts from or about a specific medium or a number of different media. Candidates may refer to observations drawn from one personal production undertaken.

##### Performance Descriptor 3

Through their analytical skills, candidates must demonstrate:

- close reading skills applied to texts;
- an ability to consider perspectives, and;
- an ability to use media texts to illustrate future development.
- an ability to draw supported conclusions about implications for the future.

Candidates may take one or more of the following approaches to drawing conclusions about future developments:

- Demonstrate some knowledge of the various contexts in which the media operate showing some awareness of past developments and an analysis of current trends.

- Demonstrate some awareness of a range of influences on media such as audiences and tastes, commercial imperatives, technical developments, socio-economic, cultural and political factors.
- Demonstrate some understanding of media theory, by applying it to media texts and contexts.

Candidates need to present an informed analysis that is supported with specific details of media texts. The analysis should draw some conclusions about implications for the future. Illustrations of significant historical and current trends in media developments could include global trends; economic/social/political climate; legislative factors; values, attitudes and/or ideologies, etc.

Candidates will be expected to provide evidence of having read a number of texts. Text types could include primary texts eg films, documentaries, newspaper articles, and secondary texts such as critiques, commentary, reference material. Texts could include works by a specific director, texts from or about a specific medium or a number of different media. Candidates may refer to observations drawn from one personal production undertaken.

#### **Performance Descriptor 4**

Through their analytical skills, candidates must demonstrate:

- close reading skills applied to texts
- an ability to consider perspectives, and;
- an ability to use media texts to illustrate future development
- an ability to draw some conclusions about implications for the future.

Candidates may take one or more of the following approaches to drawing conclusions about future developments:

- Demonstrate some knowledge of some contexts in which the media operate showing either some awareness of past developments or some analysis of current trends.
- Demonstrate some awareness of influences on media such as audiences and tastes, commercial imperatives, technical developments, socio-economic, cultural and political factors.
- Demonstrate some understanding of media theory, by applying it to media texts or contexts.

Candidates need to present some analysis that is supported with details of media texts. The analysis should draw some conclusions about implications for the future. Illustrations of historical and current trends in media developments could include global trends; economic/social/political climate; legislative factors; values, attitudes and/or ideologies, etc.

Candidates will be expected to provide evidence of having read a number of texts. Text types could include primary texts eg films, documentaries, newspaper articles, and secondary texts such as critiques, commentary, reference material. Texts could include works by a specific director, texts from or about a specific medium or a number of different media. Candidates may refer to observations drawn from one personal production undertaken.

## **QUESTION TWO**

### **Outstanding Performance – Performance Descriptor 1**

In addition to the criteria for Performance Descriptor 2, candidates' analysis must show independence, flexibility and originality of thought, and their ability to integrate and synthesise an overarching view of the impact of this issue and its treatment on the specific branch of media involved (eg newspapers), on the wider media industry and on society.

### **Performance Descriptor 2**

Through their strong analytical skills, candidates must demonstrate:

- understanding of media theory and practice;
- an awareness of the history and current status of a media issue important to New Zealand;
- an awareness of the various stakeholders and their specific positions in relation to the issue;
- a thorough understanding of the media industry/environment in New Zealand for at least one specific branch of media;
- an ability to draw well-supported and thoughtful conclusions about the current and future implications of the issue;.

There is no limitation on the type of issue that could be presented, except that it should be of considerable significance (ie of major importance) to at least one field of the media industry (film, radio, television, newspapers, magazines, etc) and its practitioners, gatekeepers and audiences in New Zealand.

Possible issues may include (but are not limited to):

- media censorship and/or self-regulation
- representations
- development of Māori media and its funding
- public service versus commercial broadcasting
- privacy, or other ethical issues
- treaty obligations
- news journalism standards and tabloid trends
- media ownership
- film industry futures (eg funding, impact of overseas involvement, trainee numbers and training courses, etc)
- quotas.

Candidates need to present a coherent and informed analysis that is amply supported with such things as:

- specific details of significant events in the history of the issue or controversy (past, recent and current)
- reference to the various contexts that are relevant for the issue or controversy such as global trends; economic/social/political climate; legislative and/or political factors; values, attitudes and/or ideologies, etc;
- details of the impacts of the issue or controversy on the media industry and its audiences in New Zealand.

The analysis should draw upon these details and discussion to extrapolate broad future implications/ramifications of this issue or controversy.

They may refer to observations drawn from one personal production undertaken but need to base their discussion on analysis of the current climate and industry/community/political practices in addressing the issue or controversy.

### **Performance Descriptor 3**

Through their analytical skills, candidates must demonstrate:

- some understanding of media theory and practice;
- some awareness of the history and current status of a media issue important to New Zealand;
- an awareness of stakeholders and their positions in relation to the issue;
- an understanding of the media industry/environment in New Zealand for at least one specific branch of media;
- an ability to draw supported, conclusions about the current and future implications of the issue;.

There is no limitation on the type of issue that could be presented, except that it should be of considerable significance (ie of major importance) to at least one field of the media industry (film, radio, television, newspapers, magazines, etc) and its practitioners, gatekeepers and audiences in New Zealand.

Possible issues may include (but are not limited to):

- media censorship and/or self-regulation
- representations
- development of Māori media and its funding
- public service versus commercial broadcasting
- privacy, or other ethical issues
- treaty obligations
- news journalism standards and tabloid trends
- media ownership
- film industry futures (eg funding, impact of overseas involvement, trainee numbers and training courses, etc)
- quotas.

Candidates need to present an analysis that is supported with such things as:

- specific details of some events in the history of the issue or controversy (past, recent and current)
- some reference to contexts that are relevant for the issue or controversy such as global trends; economic/social/political climate; legislative and/or political factors; values, attitudes and/or ideologies, etc;
- some details of the impact of the issue or controversy on the media industry and its audiences in New Zealand.

The analysis should draw upon some of these details and discussion to extrapolate some broad future implications/ramifications of this issue or controversy.

They may refer to observations drawn from one personal production undertaken but need to base their discussion on analysis of the current climate and industry/community/political practices in addressing the issue or controversy.

### **Performance Descriptor 4**

Through their analytical skills, candidates must demonstrate:

- an understanding of media theory or practice;
- an awareness of the history or current status of a media issue important to New Zealand;
- some awareness of stakeholders involved in the issue;
- some understanding of the media industry/environment in New Zealand for at least one specific branch of media;
- an ability to draw some conclusions about the current and future implications of the issue.

There is no limitation on the type of issue that could be presented, except that it should be of considerable significance (ie of major importance) to at least one field of the media industry (film, radio,

television, newspapers, magazines, etc) and its practitioners, gatekeepers and audiences in New Zealand.

Possible issues may include (but are not limited to):

- media censorship and/or self-regulation
- representations
- development of Māori media and its funding
- public service versus commercial broadcasting
- privacy, or other ethical issues
- treaty obligations
- news journalism standards and tabloid trends
- media ownership
- film industry futures (eg funding, impact of overseas involvement, trainee numbers and training courses, etc)
- quotas.

Candidates need to present some analysis that is supported with such things as:

- some details of events in the history of the issue or controversy
- Some reference to contexts such as global trends; economic/social/political climate; legislative and/or political factors; values, attitudes and/or ideologies, etc;
- some details of the impact of the issue or controversy on the media industry or its audiences in New Zealand.

Their analysis should include some future implications/ramifications of this issue or controversy.

They may refer to observations drawn from one personal production undertaken but need to base their discussion on analysis of the current climate and industry/community/political practices in addressing the issue or controversy.

## QUESTION THREE

### Outstanding Performance - Performance Descriptor 2

In addition to the criteria for Performance Descriptor 2, candidates' discussion should show their independence, flexibility and originality of thought, and the ability to integrate and synthesise, ie draw from the specific examples to show wider implications and ramifications of the influence of the production process in shaping media texts – 'the big picture' – in one medium (eg radio), on the wider media industry and on society.

This could include both consideration of internal industry practices, costs, changes to media products, etc, and consideration of the impact on media consumers/audiences and/or other stakeholders.

### Performance Descriptor 2

Through their strong analytical skills, candidates must demonstrate:

- an understanding of media theory and practice in relation to the production process;
- a thorough understanding of the production process and the influence it has in shaping media texts;
- an ability to use details about the production process of a number of media texts to explain and illustrate the influence of production processes on shaping media texts, and;
- an ability to draw well-supported and thoughtful conclusions about the influence of the production process in shaping media texts.

Candidates may take one or more of the following approaches to analysis of the influence of the production process in shaping media texts:

- an analysis of the influence of various stages in the production process within the medium studied or across media, and how they impact on the media products e.g. conceptualisation of a media text; development; budgetary constraints; planning and organisation; maintaining coherence; uses of technology or the medium; marketing; analysis, evaluation and quality control;
- an exploration of the relative influence of roles within the production process. This may be different for different media texts, produced in different contexts – eg *Jackass* vs. *Lord of the Rings*;
- a discussion could also focus on the relative merits of differing processes in the creation of similar media products and reasons why these are adopted;
- an exploration of the role of the production process in the positioning of texts in relation to other texts competing for attention, eg coming up with creative ideas that are new to the genre;
- a consideration of the cyclical nature of the relationship between producers and their audiences e.g. the importance of the audience and the influence of audience feedback on the strategies behind the production process and the process itself, with resulting affect on the media text involved etc;
- a consideration of a range of influences on media texts generated by the production process involved such as mood/tone; cost/viability; technological and stylistic developments; political or legislative influences (eg OSH regulations);.

Candidates need to present a coherent and informed analysis that is amply supported with such things as:

- specific details of the production process of media texts, current and historical, as relevant;
- reference to the various contexts relevant to production process such as technological changes; legislative/political controls; audience demand; stylistic/thematic fashions; changes in roles and responsibilities; economic factors etc;
- details of the influence of the production process on media texts and the impact on the industry and its audiences in New Zealand and/or overseas.

The analysis should draw upon these details and discussion to extrapolate broad implications/ramifications of the influence of the production process in shaping media texts.

Candidates will be expected to provide evidence of having studied the production process of a diverse range of texts. *Diversity* refers to both the type and range of texts, and the differing production processes involved. Candidates may refer to observations drawn from one personal production undertaken.

Candidates will be expected to provide evidence of having read a diverse range of secondary texts about the production process of media texts, a medium or the wider media industry such as critiques, commentary, reference material.

### Performance Descriptor 3

Through their analytical skills, candidates must demonstrate:

- some understanding of media theory and practice in relation to the production process;
- some understanding of the production process and the influence it has in shaping media texts;
- an ability to use details about the production process of some media texts to explain and illustrate the influence of production processes on shaping media texts, and;
- an ability to draw supported conclusions about the influence of the production process in shaping media texts.

Candidates may take one or more of the following approaches to analysis of the influence of the production process in shaping media texts:

- an analysis of the influence of various stages in the production process within the medium studied or across media, and how they impact on the media products e.g. conceptualisation of a media text; development; budgetary constraints; planning and organisation; maintaining coherence; uses of technology or the medium; marketing; analysis, evaluation and quality control;
- an exploration of the relative influence of roles within the production process. This may be different for different media texts, produced in different contexts – eg *Jackass* vs. *Lord of the Rings*;
- a discussion could also focus on the relative merits of differing processes in the creation of similar media products and reasons why these are adopted;
- an exploration of the role of the production process in the positioning of texts in relation to other texts competing for attention, eg coming up with creative ideas that are new to the genre;
- a consideration of the cyclical nature of the relationship between producers and their audiences e.g. the importance of the audience and the influence of audience feedback on the strategies behind the production process and the process itself, with resulting affect on the media text involved etc;
- Consider a range of influences on media texts generated by the production process involved such as mood/tone; cost/viability; technological and stylistic developments; political or legislative influences (eg OSH regulations).

Candidates need to present an analysis that is supported with such things as:

- specific details of some of the production process of some media texts;
- reference to some of the contexts relevant to production process such as technological changes; legislative/political controls; audience demand; stylistic/thematic fashions; changes in roles and responsibilities; economic factors etc;
- some details of the influence of the production process on media texts and the impact on the industry and its audiences in New Zealand and/or overseas.

The analysis should draw upon some of these details and discussions to extrapolate broad implications/ramifications of the influence of the production process in shaping media texts.

Candidates will be expected to provide evidence of having studied the production process of a number of texts. Candidates may refer to observations drawn from one personal production undertaken.

Candidates will be expected to provide evidence of having read some secondary texts about the production process of specific media texts or a medium such as critiques, commentary, reference material.

## Performance Descriptor 4

Through their analytical skills, candidates must demonstrate:

- some understanding of media practice in relation to the production process;
- some understanding of the production process and the influence it has in shaping media texts;
- an ability to use details about the production process of some media texts to explain and illustrate the influence of production processes on shaping media texts, and;
- an ability to draw some conclusions about the influence of the production process in shaping media texts.

Candidates may take one or more of the following approaches to analysis of the influence of the production process in shaping media texts:

- an analysis of the influence of various stages in the production process within the medium studied or across media, and how they impact on the media products e.g. conceptualisation of a media text; development; budgetary constraints; planning and organisation; maintaining coherence; uses of technology or the medium; marketing; analysis, evaluation and quality control;
- an exploration of the relative influence of roles within the production process. This may be different for different media texts, produced in different contexts – eg *Jackass* vs. *Lord of the Rings*;
- a discussion could also focus on the relative merits of differing processes in the creation of similar media products and reasons why these are adopted;
- an exploration of the role of the production process in the positioning of texts in relation to other texts competing for attention, eg coming up with creative ideas that are new to the genre;
- a consideration of the cyclical nature of the relationship between producers and their audiences e.g. the importance of the audience and the influence of audience feedback on the strategies behind the production process and the process itself, with resulting affect on the media text involved etc;
- a consideration of a range of influences on media texts generated by the production process involved such as mood/tone; cost/viability; technological and stylistic developments; political or legislative influences (eg OSH regulations).

Candidates need to present an analysis that is supported with such things as:

- some details of some of the production process of some media texts;
- reference to some of the contexts relevant to production process such as technological changes; legislative/political controls; audience demand; stylistic/thematic fashions; changes in roles and responsibilities; economic factors etc;
- some details of the influence of the production process on media texts and the impact on the industry and its audiences in New Zealand and/or overseas.

The analysis should include some broad implications/ramifications of the influence of the production process in shaping media texts.

Candidates will be expected to provide evidence of having studied the production process of some media texts. Candidates may refer to observations drawn from one personal production undertaken.

Candidates will be expected to provide evidence of having read some secondary texts about the production process of specific media texts or a medium such as critiques, commentary, reference material.