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2

91248



912480



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD
KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

SUPERVISOR'S USE ONLY

Level 2 Media Studies, 2016

91248 Demonstrate understanding of the relationship between a media product and its audience

9.30 a.m. Tuesday 29 November 2016
Credits: Three

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of the relationship between a media product and its audience.	Demonstrate in-depth understanding of the relationship between a media product and its audience.	Demonstrate critical understanding of the relationship between a media product and its audience.

Check that the National Student Number (NSN) on your admission slip is the same as the number at the top of this page.

You should write an essay on ONE of the eight statements in this booklet.

If you need more room for any answer, use the extra space provided at the back of this booklet.

Check that this booklet has pages 2–12 in the correct order and that none of these pages is blank.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.

Low
Merit

TOTAL

5

ASSESSOR'S USE ONLY

INSTRUCTIONS

Choose ONE **media product** and its **audience**.

Write an essay discussing the **relationship** between your chosen media product and its audience, by responding to ONE of the statements below.

Use page 3 to identify your chosen media product, its audience, your chosen statement number, and to plan your essay.

Begin your essay on page 4.

STATEMENTS (Choose ONE)

The statements below relate to some of the possible relationships between a media product and its audience.

1. Knowing its audience is essential for a media producer.
2. Cultural factors play an important role in shaping audience response.
3. Content is the heart of the relationship between a media product and its audience.
4. Emotional engagement is an essential technique for a media producer to create a relationship with its audience.
5. Profit has the greatest influence on a media product.
6. The Internet has allowed the audience to have more control over their relationship with a media product.
7. Data shapes product.
8. Social media plays an important role in developing a relationship between a media product and its audience.

Media product: *Burka Avenger*

Audience: 1st Audience: *Pakistani Kids age 4-10*, ~~*Pakistani*~~

2nd Audience: *Pakistani Adults*, 3rd Audience: ~~*Pakistani*~~
International/Western people

Statement number: 1

PLANNING (OPTIONAL)

Description of your chosen media product's audience:

1st: *Pakistani kids age 4-10*
2nd: *Pakistani Adults*
3rd: *International / Western people*

M5

The student has provided a description of the audience of *Burka Avenger* its producer and how understanding of the audience is used to create a relationship with the audience. Some explanation of how/why the audience and programme are connected is provided.

Description of ONE aspect of the relationship:

One aspect of the relationship is the ^{use} of conventions to relate to the audience.
examples of two conventions are:
PSA = "And remember... boys & girls have the right to education."
Characteristics = *Baba bandook*, *Dark cloak*, *jeans*, *hunch men*, *laugh*

How and/or why this aspect connects your chosen media product and its audience:

The convention are a way of using knowledge of audience to relate to them

A consequence of the relationship between your chosen media product and its audience:

Breaking social barriers, encouraging social change
Knowing audience is essential for a media producer
as it allows the show to achieve success
in breaking social barriers.

The suggested maximum for your essay is 800 words (6-7 pages). The quality of your writing is more important than the length of your essay.

Support your discussion with **detail** from media text(s) and/or evidence from other sources.

Begin your essay here:

Directed, Produced & created by Haroon & Unicornblack
 "Burka Avenger" is a Pakistani kids show based in Pakistan. It follows the show hero "Burka Avenger" as she fights social issues villain Baba barook & his henchmen encourage & put in place against the Pakistan village, using "only pens & books" to lift it. The show does a great job at knowing its audience which is essential due to its wide success. It uses the film/tv codes & conventions of Public Service Announcement (P.S.A) & Characterisation to put the knowledge of its to good use to essential grant it success. The show's audience is split into 3 audiences: A primary audience; Pakistani kids aged 4-10, A secondary audience; Pakistani Adults, & a third audience; Western Society / International.

The first convention used by the show's producer & production company Unicorn black is Public Service Announcement (P.S.A). P.S.A uses the knowledge

of it's ~~three~~ ³ audiences to create
 a strong relationship. An example ^{we}
 can see ~~this~~ ^{is} used is through
 the end of each episode where the
 "Buraku Avenge" posts a televised public service
 announcement about what the meaning of the
 episode is e.g. "And remember... 'Boys &
 girls have the right to education'" (end
 of episode 1). During this episode
 Villan bakh bandook had been closing kids
 schools not allowing girls the right to
 education. "Buraku Avenge" saved the day in the
 end. The use of psa at the
 end of this episode helped to highlight
 the moral of the episode ~~st~~ which
 happened to link to social issues
 accordingly in Pakistan. This psa at the
 end of the episode creates a
 relationship between ~~the~~ ^{the} Pakistani
 kids as it highlights a topic
 relatable to Pakistani kids in an
 easy simple to understand way as
 it is short & blunt spoken in Pakistan.
 It helps connect with Pakistani adults
 as it deals with a relatable issue
 Pakistani adults know. It helps relate
 to Western society as it uses
 a common to conversation Western
 culture is aware of to easily

sum up what the episode is about shortly to make more sense of postmodern social issues that Western culture is ignorantly unaware of. This use of Psa helps to engage with its audience as it uses the knowledge of its audience to create an easy to understand relationship between the show & the audience which is essential for the show's social success.

The Second Convention used by the show producers; Haroun & Virens black, which shows knowledge of an audience to create a relationship between the show & audience to gain success is Characterisation. The use of characterisation can be seen used upon the character of Baba bandook. Baba bandook is the show's Villan & is extremely reliable to the first, second & third audience. Baba bandook wears a black robe & bejewelled rings & necklace. This physical characterisation helps to link the character to the first & second audience.

as his visual characterisation reveals that
 of what the Taliban look like. By
~~By~~ ~~also~~ ~~the~~ He also has hench-
 -men & an evil deep laugh which helps
 the character to relate to the ~~audience~~
 audience of western people as those
 characterisations are common character tropes
 among ~~villains~~ in western world. By
 creating these relatable like seeing
 the various audiences we can see
 the producers are using their
 understanding of their audience to help
 clearly communicate their show to them.
 & make it more relatable. on top of this
 the producers have also created a link.
 By creating the Taliban characterised character
 & the evil villain character, they have
 ultimately helped communicate the idea
 that the Taliban are a villain.
 This use of knowledge used
 to create a link to the show
 various audience helps ~~create~~ ^{start} a
 pro-active social conversation towards the
 audience of the show prompting social
 change by presenting social issues
 e.g. Taliban is portrayed villain.

Some
 explanation
 of how/why
 the
 relationship
 is created

As we can see from the
 end of the last two paragraphs

Understanding of an audience is
~~essential~~ to a show's success as
 it creates a strong relationship
 between the audience & the show
 when this knowledge is put to use.
 The implication to creating this
 relationship, although commonly thought to
 be many, this time round is not.
 Pakistan is right now undergoing a
 social crisis that needs to
 be stopped & "Burka Avyazi"
 implication to reaching out to its
 audience & creating a nearly full relationship
 thus where the audience can understand
 the show allows theme to thus
 understand the meaning of the show,
 being to spark social change. This
 social success can also be seen
 as it was recognized at the
 U.N.. The work of "Burka Avyazi"
 could be compared to that of
 Malala Yousafzai. A Pakistani child
 who was shot by the Taliban
 on her way to school, Malala
 soon became a social activist for
 Pakistan also speaking to the U.N
 saying "I believe, education should be
 a right, to boys, girls, & even

The children of the Taliban who shot
 me". The social campaign Mithala &
 "Burken Avenge" promote is a seed for
 Pakistan to fight for their rights.
 To conclude "Burken Avenge" ~~creates~~
 created a strong relationship between
 the use of the producers Haroon &
 Black Unicorn which when put to use
 was vital to to the shows
 social success & change it sprouted
 among Pakistan.

understanding of its Audiences

The student attempts to examine a consequence of
 the relationship but this lacks depth and relevant
 supporting evidence.

Extra space if required.
Write the question number(s) if applicable.

ASSESSOR'S
USE ONLY

QUESTION
NUMBER

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High
Merit

TOTAL

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(music)

Media product:

~~Music~~ Radiohead's discography

Audience:

Their fans

Statement number:

1

PLANNING (OPTIONAL)

Description of your chosen media product's audience:

People that consider them selves unique
Alternative audience

Description of ONE aspect of the relationship:

Advertisers

M6

The student provides a detailed and explanation
of the how /why the relationship is created
between the Radiohead discography, producer
and audience.

How and/or why this aspect connects your chosen media product and its audience:

Paragraphs:
1:

A consequence of the relationship between your chosen media product and its audience:

Radiohead watching how online
leaks of albums induced hype

ASSESSOR'S
USE ONLY

The suggested maximum for your essay is 800 words (6–7 pages). The quality of your writing is more important than the length of your essay.

Support your discussion with **detail** from media text(s) and/or evidence from other sources.

ASSESSOR'S
USE ONLY

Begin your essay here:

At first sight, the alt-rock, brit pop, alt electronic band Radiohead seems an exception to a well known ~~rule~~ in the music industry: Find your target audience, ~~settle~~ cater to them and

Find your target audience and cater to them. The way the jump from genre to genre and can't stay still would suggest they don't have a target audience in mind, and their lack of easy-listening and marketable singles make it seem like they don't even care about growing an audience.

However, further inspection into the band's habits, particularly their many famous advertising campaigns, reveals purposeful calculation and knowledge of its target audience.

A target audience, while hard to describe, that

A target audience that, while hard to describe, is a very large demographic of people.

These people being ones that want something out of the norm and

alternative. And Radiohead catered to them in every way possible, which is why they are as successful as they are today. 11

The year is 1997, ~~just~~ before the release of the album that defined Radiohead as a band: OK Computer. It's also after the release of The Bends, the ~~the~~ accessible alt-pop album that proved Radiohead ~~had~~ had something to show. After *The Bends, Radiohead ~~was~~ was given some artistic freedom. However, the record company was expecting ~~some~~ something in the style of The Bends. What they got instead was OK Computer, an at times art-rock, at times indie rock, at times ambient music album. While the producers didn't get what they expected, they knew what to do with it. Multiple unorthodox marketing campaigns were launched, aimed at the same vague vague but precise demographic: an alternative crowd. Advertising included full page newspaper adverts simply filled with the lyrics of the song in bold black letters "Fitter, happier" in big bold letters. This form

* After the success of the bends

of advertising was highly against the norm, but also highly intriguing, in a similar fashion to ~~the~~ ~~the~~ Radiohead's upcoming album. ~~Also sending~~

They also sent certain songs stuck in DVD players to ~~critics~~, over a hundred critics, so that there'd be talk about the album. And despite the experimental nature of the album, it was a huge success, due to the genius marketing with a knowledge of its audience. Had the producers not known the proper audience, and had they ~~advertised~~ advertised it normally as a normal album, they would have attracted the wrong sort of audience, and the album would have been ~~not~~ rejected.

The process would be ~~repeated~~ repeated for their next album Kid A*. ~~More happened~~ Another huge genre change ~~by~~ seemingly abandoning their ~~target~~ target audience, which in reality they were catering to them. And of course similar advertising techniques. However it was a number of online leaks of songs that gave Radiohead an understanding of another part of their audience: that they were online.

* In 2001

Fast forward to 2007, and Radiohead pulls a ~~move~~ move that would be unthinkable for other bands: they ~~these~~ announce that they will release their new album "In Rainbows" online ~~with~~ with a "pay what you want" model (yes, you can then get it for free) in 10 days time. Not only was the pay what you want model unheard of at the time, most albums had an announcement months before the album drop, with ~~single~~ singles released to ~~get~~ keep interest. Radiohead did the opposite, with the ~~these~~ announcement 10 days earlier. ~~The~~ The news made headlines. Even in 2007, other producers and bands underestimated the advertising power of the internet. But Radiohead, with their knowledge of their audience, made use of the internet and it worked. It was their most successful album to date, and the online sales of *In Rainbows* was more than the online sales of all the other albums combined. ~~The~~ The ~~model~~ model was not, like it may seem, the way the band wanted to keep things. Two months later,

When the DVD of "In Rainbows" was made available, the online version was taken off. Because it wasn't supposed to be an entirely new model, but an advertisement. //

And this was not the end of their online stunts. In 2016, after having their social ~~media~~ ~~media sites~~ ~~(that)~~ pages (Twitter, Facebook, etc) open for years, they deleted every single post off of them. This would be how they would announce their new album, and again the ~~unorthodox~~ ~~advertising campaigns~~ would become its own sort of news and grow and spread across ~~the~~ and even beyond the alternative crowd. //

~~A good example~~ A good example of this is how the news was posted on a music section of a site called Reddit. However, the post would get enough upvotes and become popular enough to appear on the front page, spreading Redhead's name to hundreds of thousands of people. It is in these ways that Redhead not only know their target audience, but also know how to get noticed outside of it. The advertising of

Radiohead's albums become news of its own, and spreads. This ~~can~~ could only manage this with a knowledge of their target audience. Other bands and producers didn't know their target audience well enough to know to advertise online, but Radiohead did. //

To sum up, while it ~~may~~ may to seem like Radiohead doesn't ~~can~~ find ~~the~~ their target audience, because of the way the hop genres and at times alienate fans, observing their advertising practices shows us that they in fact have a deep understanding of their fans. ~~Radiohead understands, and knows~~ Radiohead knows what fans are doing and where, and can target them precisely. Because of this, they have become as popular as they are. //

M6

Extra space if required.
Write the question number(s) if applicable.

**ASSESSOR'S
USE ONLY**

QUESTION
NUMBER

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