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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
Achievement**

TOTAL

3

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: The National Geographic Magazine

Audience: 25+, affluent, educated/intelligent, both genders, interested in the world / photography.

Statement number: 1.

PLANNING (OPTIONAL)

Description of your chosen media product's **audience**:

1888 1st
1905 11 page
1910 1st
July 1943 1st

Description of ONE **aspect** of the relationship:

Change

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

A3

The student has provided a rote learned description of how the media producer identifies the *National Geographic* magazine audience and how this knowledge is used to create the relationship with the target audience.

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

Knowing your audience is essential for a media producer.

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:

The first issue of the National Geographic magazine came out in October 1888. Since then a lot has changed to do with design, content, display and more. Most of those came about because of the audience and audience feedback. A relationship with your audience is one of the most important aspects of a successful product. In the past 128 years that National Geographic has been in print, it has non-stop been tending to their target audience and what seems to sell. In 1905, National Geographic released an issue of the magazine that had an 11 page spread of photos, this sent the circulation numbers from just over 1,000 to over 11,000. Because of the massive rise in readers, National Geographic ~~was~~ realised their audiences like photos, so therefore kept putting them in. National Geographic even relates the advertisements in their magazine to what their audiences seem interested in. In an issue in the late 1900s, there was an advertisement to a cruise all around the Pacific Islands, National Geographic knew that most of their readers were affluent so would be able to afford a cruise around islands. In the July issue of 2016, inside the front cover was an advertisement for very good quality and therefore fairly expensive camera equipment. This ad was very cleverly chosen for their readers are not of affluent but also interested in photography so that ad would be very well received.

National Geographic also trust their audience with design choices for the

The student just demonstrates understanding of the audience and the relationship through examples of how the producers use their knowledge of the audience in producing the magazine. For example, description of the use of the photo on the cover.

5

ASSESSOR'S
USE ONLY

magazine. In 1910 the cover of their magazine had a yellow border with an acorn inlay and audiences liked that and the company was sent a fair few letters from people saying they liked the yellow border on the magazine which has since been on most of the magazines since and since become a world-widely known symbol which represents National Geographic. Besides from the yellow border, the cover has been through many changes throughout the years. It started out with a contents on the cover for the different articles that were inside the magazine, that was the cover for many years. In 1943, the ~~first~~ July issue was released with a photo cover so instead of a contents ~~of~~ on the cover, there was a picture in the background with some sentences about the articles inside the magazine. This was received with great enthusiasm from the readers, so that's what most of the covers have been like for the last 73 years.

The National Geographic Magazine itself isn't quite as popular as it used to be but the National Geographic brand is as popular as ever. This is because, when the internet and social media came popular, they realised they would have to adapt to this new generation of technology. They now have a digital version of their magazine on their website, they also have a very popular television channel that airs programmes that are similar to the articles in their magazines. They have even joined the social media trend and have over 30 million followers on their Instagram accounts which most pictures of space, cultures, ~~and~~ animals. This has helped the brand a lot because a lot of people get their entertainment and/or education online or on television so by joining those media outlets it has strengthened its relationship with its audience and made bridges for other people to discover it and add to the consumer numbers. In the last ten years National Geographic has also introduced a junior version of their magazine so that children can be included in their ever growing community.

National Geographic's relationship with its audience is strengthened through the communication between the producers of the products and the audience. They often ask their readers for feedback on their products and offer the chance to submit your photos that could possibly be used in the magazine which helps keep people interested in the products. They also sometimes hold competitions for their readers to win trips or camera equipment, sometimes through giving the feedback. National Geographic has set up so many ways to have a relationship with its audience, it's no surprise that it is one of the most successful companies in the world.

Knowing your audience is an essential part of any media product and The National Geographic Magazine is a company with a product that has successfully got to know the audience, what their interests are, what they like to see. It is a company that has changed and grown because of its audience and even after all these years, is still such a successful product and continues to find new ways to engage new ~~audiences~~ audiences which I think is pretty outstanding.

A3

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

ASSESSOR'S
USE ONLY

QUESTION
NUMBER

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**High
Achievement**

TOTAL

4

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7. Data shapes product.
8. Social media plays an important role in developing a relationship between a media product and its audience.

Media product: *The New Zealand Listener*

Audience: *Educated, upper middle class*

* *35-65 (+) years.*

Statement number:

1

PLANNING (OPTIONAL)

Description of your chosen media product's audience:

* *'liberal sophisticates'*

A4

The student demonstrates understanding of the relationship between the *Listener* magazine and its audience by providing a detailed description of the audience, producer and product and how the producer uses knowledge of the audience to create a relationship with the *Listener* audience.

Description of ONE aspect of the relationship:

tailoring of content to appeal to the audience and continue circulation.

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

Audience enables product through interest.

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

As sales fall/target market ages, move to digital.

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:

The New Zealand Listener is New Zealand's highest circulating (and only) weekly current affairs magazine. Published by Bauer Media, the publication was first issued in 1939 and is now a stalwart of the industry. Research group Nielsen helps the Listener identify a target audience through 'electronic tagging' and 'casual consumer conversations'. By knowing their audience and their interests 'not just who, but why?' the magazine can create content to appeal to its readers, allowing it to continue circulating and place adverts appropriately to create money.

From the data Nielsen has collected, the Listener has been able to identify their audience: Upper middle class, educated, 35 - 65 year old 'liberal sophisticates'. Their age allows for greater leisure time as many will be retired, and increased wealth means they can afford a magazine subscription, unlike young/poor

people. So, the magazine tailors its content to suit.

The Audience's education level and leisure time means that articles are long and well-researched/academic, most citing professionals with a PhD or doctorate. Topics play on the audience's fear about age and staying healthy, with titles such as 'It could happen to anyone' and 'Surviving your scary sixties', directly calling on readers of a certain age. The colour palette is composed of red, white, black and navy - 'serious, somber' colours emphasising the work's reputation. A finance column and a politics section appeal to the 'liberal sophisticate's' greater wealth/savings and higher interest in politics. This shows a deliberate effort by the magazine to relate to viewers and encourage readership.

However, in an age of constant digital overload and declining ~~newspaper~~ print sales, The Listener must adapt to survive in an over-saturated market. In 2012, they launched a

new website with 'exclusive content', as well as a digital subscription, increasing availability and decreasing prices to attract a younger, broader market to survive. Many of the most popular publications are entirely online, (such as The Huffington Post or the Onion), so the Listener needs to make sure it has an original voice. A good way to do this would be by expanding a new style of 'documentary-journalism', offering a new way of looking at a similar news article. Although, with this ever-changing market, The Listener needs to continue its ties to its original target market in order to have reliable sales and maintain its integrity. Essentially, the audience fuels demand for a media product and so knowledge of its audience allows that product (The Listener) to continue.

A4

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

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USE ONLY

QUESTION
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