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Level 2 Media Studies 2021

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

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 four 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 2–10 in the correct order and that none of these pages is blank.

Do not write in any cross-hatched area (▨). This area may be cut off when the booklet is marked.

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

INSTRUCTIONS

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

Write an essay using ONE of the statements below to examine the **relationship** between your chosen media product and its audience, and a consequence of this relationship.

STATEMENTS (Choose ONE)

1. Audience response shapes the way a media product evolves.
2. Media producers use information about an audience to create a media product.
3. A media product must appeal to a diverse audience.
4. The marketing and/or distribution of a media product has to meet audience demand.

Media product: _____

Audience: _____

Statement number:

PLANNING

Make sure you **respond only to your chosen statement** *throughout* your essay, and support your discussion with **evidence** from media text(s) and/or other sources, which may include your own production experience.

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

QUESTION
NUMBER

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

QUESTION
NUMBER

