

SUPERVISOR'S USE ONLY

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91248



Draw a cross through the box (X) if you have NOT written in this booklet

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Mana Tohu Mātauranga o Aotearoa
New Zealand Qualifications Authority

Level 2 Media Studies 2023

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 (DO NOT WRITE IN THIS AREA). This area will 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 discussing the extent to which you agree or disagree with ONE of the statements below, in relation to your chosen media product and its audience.

STATEMENTS (Choose ONE)

1. There is always a two-way relationship between a media product and its audience.
2. Design elements are informed by a media producer's understanding of their audience.
3. Marketing is the most essential ingredient for the success of a media product.
4. A media product should appeal to an audience's emotions.

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

