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2

91251



912510



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD
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SUPERVISOR'S USE ONLY

Level 2 Media Studies, 2016

91251 Demonstrate understanding of an aspect of a media genre

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

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of an aspect of a media genre.	Demonstrate in-depth understanding of an aspect of a media genre.	Demonstrate critical understanding of an aspect of a media genre.

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 six 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 genre** that you have studied.

Write an essay discussing **an aspect** of your chosen media genre, by responding to ONE of the statements below. You should aim to examine the implications of the aspect.

Use page 3 to write your chosen media genre, your chosen statement number, and to plan your essay.

Begin your essay on page 4.

STATEMENTS (Choose ONE)

The statements below relate to aspects of a media genre.

1. A media genre is always changing.
2. Money kills creativity in a media genre.
3. Audience expectation has a significant impact on a media genre.
4. Commercial considerations have a significant impact on a media genre.
5. A media genre must evolve to stay relevant.
6. Media genre is all about targeting specific audiences.

Media genre: Psychological orientated horror / Horror

Statement number:

4

PLANNING (OPTIONAL)

Description of an **aspect** of your chosen media genre:

How and/or why this aspect has an **impact** on the media genre:

- P1 = characteristics (AI), Boom and Fade cycle
- P2 = 1930's Horror Charles Koener, RWLM "Vampires, werewolves and monsters have been over exploited."
- P3 = CP - Jacques Tourneur
- P4 = LM - Jacques Tourneur
- P5 = BWP, PA - Daniel Myrick, Eduardo Sanchez, Oren Peli
- P6 = New conventions / implications, cheap to make

Likely implications of this aspect for the media genre:

"It's all around us" - BWP

"I can feel it breathing on me" - PA

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 at least TWO media texts and any other relevant sources.

Begin your essay here:

For the horror genre to stay relevant it needs to change. As society changes so do the needs of society. The wants of society need to be met in order for the industry to make money. If the Horror genre didn't change then it would become pointless and irrelevant. Psychological horrors target fears most people repress or deny and it plays on these fears. Making the whole experience scarier for the viewer.

The characteristics of psych horrors are ambiguity and implied horror. Ambiguity leaves it up to the viewer to make their own mind about it. Leaves it open to multiple scenarios, therefore personalising the horror. Implied horror is used in psych horrors to only imply something not to actually show it. Once again leaving it up to the viewer to imagine something they're scared of. The horror genre goes through a boom and fade cycle. Boom phase being when the industry is in high demand, people want to see a lot of it. Fade phase is when the industry isn't doing well. Either because society

D

doesn't want to see horror films or because it's not meeting up with society standards it hasn't changed in order to stay relevant. The genre will be in a continuous cycle. Viewers like to experience cathartic ^{realise}

In the 1930's the horror genre was completely different. They relied on monsters and crazy makeup, they used things to scare people, not just imply it. The genre crossed the line of it being scary it started to become funny. To the viewers the makeup and costume and monsters were all too unrealistic and it wasn't scary anymore. Manager at RKO radio pictures Charles Koener said "vampires, ~~monster~~ werewolves and monsters have been overexploited." Therefore they needed a change. RKO pictures hired Val Lewton to direct movies because they were going through a crisis that needed to be avoided. This had a major impact on the horror genre as Val Lewton was ^{one of} the first to produce a ~~pa~~ psychological horror film, changing the whole industry. WWII also impacted greatly on the horror genre. No one wanted to see gruesome movies because they could already see that at home, with loved ones that come back from ~~ware~~ war with missing limbs. They didn't want to see that at home. Lights out was the first radio to use sound to scare people. It used similar noises people knew to be scary.

like saying one thing is actually another and letting the viewer imagine it. This is where Val Lewton got the idea to use sound to scare people. And Monsters ~~to~~ started becoming less and less scary it wasn't giving the viewers enough. They weren't scared, instead they were finding it funny. All these things had major impact on how the horror genre changed.

Cat People (1942) directed by Jacques Tourneur was one of the first psych horrors. It is about a woman named Irena whose ^{ancesters} village was invaded by devil worshipers. It was then said that the women would turn into a cat/panther and kill their partner if they got angry, jealous or felt passion with them. An important scene in this movie was the bus scene. Alice Irena's husband's assistant had just finished having tea with Irena's husband. Alice was walking home and suddenly gets the feeling she's being followed. She starts to hear mirroring footsteps. The audience sees more and more that she gets scared. Magnifying the feeling of being scared. Once she turns around to check if anyone is behind her, everything is silent. And we hear a loud hissing noise like a ~~and~~ panther. But a bus ~~the~~ pulls up and breaks right beside Alice. The audience feels relieved that it wasn't a panther. It then

VI

cuts to the scene where it shows dead sheep and paw prints in the mud that turn into high heels, leaving the audience confused and curious to know what happened.

The ~~the~~ leopard Man (1943) directed by Jaques Tourneur. A leopard is used for stunts it somehow escapes and causes havoc on the city New Mexico. The town is confused as if it's the leopard killing people or someone else is. An important scene would be when she's sent out to get cornmeal, late at night. She goes through fields and gets chased home by the leopard. Once she gets home it's clear she's being chased but her mother doesn't believe it. We hear loud screams as she shouts to be let in and the banging on the door. As well as the snarls of the leopard. The audience cannot see any of this. The viewers then see blood seep under the door and into the cracks showing that something bad has happened to the girl. This leaves it up to the viewer ~~th~~ to think about what the body will look like. Creator a explicit mental image that can cause the viewer to think about later.

V2

The Blair Witch Project (1999) directed by Daniel Myrick and Eduardo Sanchez is about three film students, Heather, Josh and Michael who

travel into Maryland ~~too~~ forest to shoot a documentary about the Blair Witch, they go missing and after a year their footage is found. An important scene would be on one of their first nights they start to hear children crying and twigs snapping. "It's coming from all sides" they can't run if they don't know where it's coming from. The viewers become scared for the characters because now they know they aren't alone. Could give the viewer nightmares. They experience cathartic release after they finally let go of the tension and fear.

Paranormal Activity (2009) directed by Oren Peli. Micah and Katie are haunted in their house by a demon who wants to claim Katie's soul. An important scene is when Micah sprinkles powder in the hallway. Later finds non-human footprints leading ~~from the~~ to their bedroom from the attic. Shows the viewers that someone else is there they aren't alone. Wants to know more about what will happen to them, continue watching.

V3

New conventions are coming in all the time. Hand held cameras are becoming more popular. ~~Beats~~ creates a sense of urgency and shows the viewer how panicked they are. Retro scripting is also used as a technique to make the scene more real. The director will let the actor improvise the line or leave them notes with clues on how they

should react. The horror genre is a great way for someone with no experience to break into the industry. Oren Peli before he was a director was a computer programmer. With ~~no~~ skills not many skills required for psych horrors it would be easy to make a movie found footage doesn't need to be edited. It's a cheap way to make money. *Cot* people was made for \$60,000 and returned \$248 million. *Paranor*. Blair with was made for \$11,500 and returned \$54 million. Doesn't have to be a millionaire to make a successful movie. Horror movies stay in the audience's mind. They ~~may~~ might go home and blog about it creating more exposure for the movie and in the long run making it more successful.

For the horror genre to stay relevant it needs to evolve with society and move along with it. Otherwise it will be left behind and struggle to survive and make money. Psych horrors are an example of ~~the~~ ~~evolution~~ how the genre evolved from just horrors ~~creating~~ essentially ~~creating~~ a whole new genre, and becoming ~~successful~~ successful because it's exactly what the audience wants. The horror genre is constantly being affected by the Boon and Fade cycle.

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

**ASSESSOR'S
USE ONLY**

QUESTION
NUMBER

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

ASSESSOR'S
USE ONLY

QUESTION
NUMBER

91251

Low Achievement exemplar for Media Studies 91251 2016			Total score	3
Q	Grade score	Annotation		
4	A3	<p>The candidate describes an aspect of a media genre, with supporting detail from two texts, but the description is weak.</p> <p>The essay sets up change essay, and how the genre goes through a “boom and fade” cycle. However, this idea is not developed in detail enough to achieve an A4 grade.</p>		

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**High
Achievement**

TOTAL

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6. Media genre is all about targeting specific audiences.

Media genre: Psychological Oriented Horror

Statement number: 1

PLANNING (OPTIONAL)

Description of an **aspect** of your chosen media genre:

- Psych horrors play on the ~~viewer's~~ character's fears to heighten the emotions of the audience, connects them to the character.
- Ambiguity / Implied horror make a psych horror film work.

How and/or why this aspect has an **impact** on the media genre:

- Val Lewton, 1942 Cat people - Leopard man - bridge scene
- bus scene
- pool scene
- Lights out RKO pictures, ~~RPM~~ RKO, household sounds to scare people.
- Created because audiences wanted to scare themselves but didn't want to see graphic images
- 80's horror too graphic, over the top effects (negative impact on genre)
- Blair witch (Edwardo Sanchez and Daniel Myrick) 1999 brings back Psych horror elements.
- Psych horror easiest to make (Found Footage)

Likely implications of this aspect for the media genre:

- Cathartic release
- Sleep disturbances
- Sharing experience of watching movies
- Nightmares

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 at least TWO media texts and any other relevant sources.

Begin your essay here:

When the fears and concerns change in a society, so does a media genre. I believe that psychological oriented horrors need to change to fit these concerns in order to be successful. Psychological oriented horror is a specific type of horror that relies heavily on ambiguity and implied horror to scare the audience. ~~Through~~ Examples such as creating doors and jump scares play on the character's fears and connects the audience to the character's emotionality as it heightens their emotions to scare them. Ambiguity and Implied horror make a psych horror film work and it has changed and has reinvented itself to fit the needs of society.

Psychological oriented horrors were created when ~~people~~ the world was at war. During world war 2 (1939–1945), audiences didn't want to see graphic images on the screen but still wanted to scare themselves. At the same time, a radio show called Lights Out, hosted by RKO studios used simple household objects to make audiences feel uneasy and 'grossed out'. A novelist, Val Lewton was inspired by this and took it upon himself to produce a number of films that would be the breakthrough for the genre. The two films that ~~would~~ be revolutionary for horror and would create psychological horror was 1942's Cat people and 1943's, The Leopard Man, both directed by Jacques Tourneur.

Cat People was the first movie to use ambiguity and implied horror to scare the audience. A good example of this is a scene where a character, Alice is frightened by a sound of a cat and jumps into a pool. It is very still and there is no music, furthermore adding to the eerie feel of the scene. Suddenly, the audience vaguely catches a glimpse of a shadow fade across the wall and converse around the room. We also hear a loud panther growl as Alice screams. Although we cannot see the panther, through the use of ambiguity, the movie made us believe that there was a dangerous animal in the room with her. This connects us to Alice as we become concerned for her safety. The next major scene that relies on ambiguity to scare audiences is a scene where Alice is walking down a dark ~~alleyway~~ street. Once again because there is no music, it makes the scene eerie and creepy. We start to hear footsteps behind her and start to feel uneasy about the situation. Suddenly there is a loud hiss. For a moment we think it might be the big cat but thankfully it was a bus. The use of ambiguity for Cat People works well in heightening our emotions and connects us to characters, that is why it was the start of a successful line of psych horrors.

The next movie that relies heavily on ambiguity and implied horror to scare audiences and tap into the characters fears is The Leopard Man (1943). This movie only had a budget of \$150,000 that is why ambiguity and implied horror made the movie work. A scene that is both dramatic and tense is a scene where a young girl gets sent to the store at night. On her way back, she stumbles across a dark bridge. The only ~~non~~ diegetic sound we hear is a ~~single~~ tap or drain dripping. Because there is no music the director makes us focus on the drain dripping and it makes us feel concerned as the characters starts to get scared. Suddenly, a loud

growl reveals a panther staring at her. It is hidden in the shadows and we feel very uptight about what is going to unfold. The young girl starts to run, being chased by the panther. She runs all the way home. But the door is locked and all the audience can do is fear the worst. Her screaming stops as blood seeps under the door and it is implied that she is killed by the panther. This is a very effective example of implied horror, where we don't need to see the monster to be affected emotionally about the situation.

Then the psych horrors started to change, as did the fears and concerns of audiences. Directors started to try and freak out audiences by using over the top prosthetics and gore. Examples like Peter Jackson's *Braindead* and *Bad Taste* are good examples of the use of gore and the term 'splatter film' was created. But it was not what the audiences were looking for, and the horror genre started to fade away, as audiences moved to other genres, such as sci-fi, western and romance. But there was a film that was released in 1999 that would bring back psych horrors and change the horror genre forever.

That movie was the Blair Witch Project, directed by Eduardo Sanchez and Daniel Myrick. It used a strategic marketing tactic that was telling audiences that the actors in the film died while making a documentary, and that ~~the tape~~ their tape was found. Audiences actually believed it and started to go back into horrors. The film brought back the use of ambiguity and implied horror to scare audiences. In one scene, the group of teenagers finds mysterious stick figures hanging from the trees. We don't know who, or what put them there ~~but~~ and it starts to scare us that there might be something watching them. The characters are confused, so is the audience and that is why the scene is

making us effective in ^{making us} ~~care~~ for these characters. Blair witch brought back that was so successful back in Lewton's films and reinvented the horror genre by bringing back old techniques that ~~worked so well~~ on audiences in the 40's. It also showed that it is extremely easy for amateur filmmakers to break into the film industry by making psych horror films, as they do not require lots of special effects or gore. Blair witch also inspired 2007's smash hit Paranormal Activity directed by Oren Peli.

There are many implications of watching a psychological horror. Because the horror is implied and not shown, audiences have the opportunity to imagine the monster in their head, so it sticks ~~with them~~ in their head and makes them return to the film. Another implication is sleep disturbances and nightmares. Because psych horrors use ambiguity (e.g. creaking doors) when we hear those sounds in our own homes at night, we put ourselves in the character's shoes and start to feel like we are being watched. It messes with our heads so that even a small sound can make us jump. The final implication is cathartic release. Cathartic release is going to a movie with the expectation of being scared, then engaging in a scene, before the lights come back on and suddenly you're not alone anymore. It is good for the filmmaker because if ~~it~~ ^{they} give audience cathartic release it will do well and make a lot of money.

So in conclusion, psychological oriented horrors need to change based on the fears and concerns of the audience. ~~They~~ ^{It} needs to reinvent itself by directors coming up with new ideas and finding ways for it to be successful. Through the use of implied horror and ambiguity it can give audiences what they want and it can keep them coming back.

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

ASSESSOR'S
USE ONLY

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NUMBER

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91251

High Achievement exemplar for Media Studies 91251 2016			Total score	4
Q	Grade score	Annotation		
1	A4	The candidate describes an aspect of a media genre, with supporting detail from two texts. The essay touches on how / why directors changed the introduction of “splatter film”, however this is not developed enough through reasoned explanation to achieve a Merit grade.		