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2

91251



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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, 2015

91251 Demonstrate understanding of an aspect of a media genre

2.00 p.m. Monday 16 November 2015
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 five 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 genre** that you have studied.

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

In your discussion:

- describe an **aspect** of your chosen media genre
- explain how and/or why this aspect has an **impact** on the media genre
- examine the likely **implications** of this aspect for the media genre, and draw **conclusions** based on evidence
- include **supporting detail** from at least TWO media texts and any other relevant sources.

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. When a society's preoccupations (e.g. expectations, hopes, concerns, fears, tastes) change, so does a genre.

Discuss a significant change that has taken place in a genre you have studied.

2. Genres thrive (grow, develop, change) when media producers modify conventions.

Discuss how and why this has occurred in a genre you have studied.

3. As an audience becomes used to a genre, they demand more from it.

Discuss to what extent this is true in a genre you have studied.

4. Audiences expect both familiar and original elements in media genres; too much or too little of either will lessen the appeal.

Discuss, in relation to a genre you have studied.

5. The familiarity of a genre provides economic benefits to media producers.

Discuss to what extent this is true in a genre you have studied.

Media genre: American Slasher Film

Statement number:

2

ASSESSOR'S
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Note: Responses made in this space may be used as evidence for assessment.

PLANNING

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

Final girl, sexist to feminist

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

Likely implications of this aspect for the media genre:

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:

The American Slasher horror film genre is an incredibly popular film genre in the world today. Starting with a boom in the John Carpenter's 1978 classic "Halloween" grossing over \$70 million at the box office, to the cult classic "Nightmare on Elm Street" starring Bruce Campbell in 1985 to what many consider to be the second coming of the slasher films, Wes Craven's "Scream" in 1999. All three of these films contain an important aspect that has changed, this aspect is "The Final Girl".

~~In "Halloween" we are introduced to Laurie. Immediately recognisable as the Final Girl after displaying a few key qualities.~~

The final girl is the character in the film that survives the onslaught of murders from the killer and is typically the one to defeat them. In ~~the~~ "Halloween" we are introduced to Laurie //

Immediately distinguishable as the final girl after displaying a few key traits. She says no to partying with friends, talks about needing to study more than have fun and is even teased by her friend when talking about a boy "poor Laurie, scared another one off" implying that she doesn't have much luck with guys. These are all hopes of the final girl as in order to survive the final girl must be a typical good girl, abstaining from sex, drugs and alcohol. This is a sexist ideal as it creates the idea that in order for a woman to be good or pure she is not allowed to do anything or have any fun. Like she has no control over herself. The film further enforces these sexist ideals in the films conclusion. After a tense struggle with the killer Laurie is saved by a man, so this again reinforces that idea that women have no control and that a man is needed to be there in order to look after and take care of, the weak female who is unable to do things for herself. Halloween is considered the original slasher film so its no wonder //

These sexist tropes are found here, as it is likely where they all began.

In 1988's "Scream" ~~progressing~~ progression towards the ~~female~~ final goal being a feminist icon as opposed to a sexist one were being made. We are introduced to the character of Nancy, not immediately recognizable as the final girl as she is seen drinking and denies her boyfriend sex. However when she does this she says "not now Glen" showing that it is her that is in control and not the male in the situation. The other largely progressive step forward is how she deals with Freddy Krueger, the killer. While in "Halloween" all Laurie did was hide and scream, to enforce these ~~that~~ ~~stereotype~~ ~~that~~ ~~is~~ sexist ideals, Nancy fights back, taking traps for Freddy in an effort to defeat him. Before beating him she states "I take away your power" not only is this a statement to Freddy but also to the audience. Almost as if she is telling the world that she is taking away the sexist control that had been in place in the slasher movie //

genre for so long //

In 1999 Wes Craven released "Scream" considered not only the ultimate post modern slashers but ~~also~~ the ultimate post modern film "Scream" is blissfully aware of what it is. And because of this it is able to police film of and change the way that the final girl is presented. The main character is Sydney Prescott, in the beginning of the film she displays typical final girl qualities, abstaining from sex, not drinking. However ~~at~~ near the end of the film she has sex with her boyfriend who turns out to be the killer. The reason this is so powerful is because ~~sex~~ sex is seen as the ultimate sin for females in slashers. The girl that didn't have sex was always the final girl, always the survivor. So for the final girl of "Scream" to ~~have~~ not only have sex, but for it to be with the killer ~~is~~ was a bold move and it ~~payed~~ ~~off~~ payed off. It represents the full change in the final girl moving from scared to fearnot. She defies the ultimate trope of //

1/2

of abstaining from sex and then kills the killer, even stating "not in my wave" when she does it showing that she is powerful and that she is in control.

The slasher film was able to grow, thrive and appeal to a larger audience because of the producers changing the ~~final~~ ~~to~~ way that the final girl was shown. Audiences were growing bored of the same sexist things being shown in slasher films and particularly with Third Wave feminism in the 90s people were ~~also~~ finding more and more issues with the sexist tropes of the genre.

Because audiences were finding issues with the way that females were being portrayed. Either there to look good and be killed or to ~~look~~ be the typical good girl and be useless but survive the popularity of the ~~film~~ genre began to decline. Hence why producers had to modify the final girl aspect of

the film. Converting her from a sexist symbol to a feminist icon in film. Not only did this mean that the final girl could become a feminist icon, but that instead of displaying sexist ~~ideal~~ ideals the ~~genre~~ genre could move into ~~stages~~ portraying feminist ideologies.

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|--|--------------------|--|--------------------|----------|
| Low Merit exemplar for Media Studies 91251 2015 | | | Total score | 5 |
| Q | Grade score | Annotation | | |
| | M5 | <p>The candidate maintains a clear thread through the essay and consistently refers back to the central premise – the change in the final girl from a sexist to a feminist portrayal.</p> <p>The candidate could have strengthened their response by providing more detail about why this change occurred.</p> | | |

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High
Merit

TOTAL

6

ASSESSOR'S USE ONLY

INSTRUCTIONS

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

In your discussion:

- describe an **aspect** of your chosen media genre
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STATEMENTS (Choose ONE)

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1. When a society's preoccupations (e.g. expectations, hopes, concerns, fears, tastes) change, so does a genre.

Discuss a significant change that has taken place in a genre you have studied.

2. Genres thrive (grow, develop, change) when media producers modify conventions.

Discuss how and why this has occurred in a genre you have studied.

3. As an audience becomes used to a genre, they demand more from it.

Discuss to what extent this is true in a genre you have studied.

4. Audiences expect both familiar and original elements in media genres; too much or too little of either will lessen the appeal.

Discuss, in relation to a genre you have studied.

5. The familiarity of a genre provides economic benefits to media producers.

Discuss to what extent this is true in a genre you have studied.

Media genre: Dystopian Science - Fiction

Statement number: 1

Note: Responses made in this space may be used as evidence for assessment.

PLANNING

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

- opposite of Utopia.
- Oppressed society / corrupt government
- Futuristic.
- Protagonist trying to fight back.

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

- Gattaca - Andrew Niccol 1997
- Fear of liberal eugenics
 - Desire for physical perfection
- Minority Report - Stephen Spielberg
- loss of privacy due to ~~tech~~ government control.
 - Fear of technological advancements.
- Surrogates - Johnathon Mostow
- fear of virtual reality.
- SFX:

Blade runner - 1982

Gattaca - 1997

The Hunger Games - 2010

Likely implications of this aspect for the media genre:

- Vehical for societal comentary.

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 a society's preoccupations change, so does the genre. A genre studied this year is Dystopian Science-fiction. Dystopian Science-fiction films are often futuristic, and revolve around a corrupt society. Dystopian societies are the opposite of Utopian societies (perfect societies) and reflect a world where a corrupt group of elite use their power to oppress the rest of the society. These films revolve around a protagonist rebelling against the society's oppressors. The Dystopian Science-Fiction genre is constantly changing to reflect the fears and concerns of society and to keep up with the increasing audience demand for realism.

1997
for example, in Andrew Niccol's, "Gattaca", one of the important themes is the fear of liberal eugenics and the desire for physical perfection. ~~In the film~~ The film centers around a society where instead of being conceived naturally, a baby's DNA and traits is chosen in a lab by picking the most desirable traits from the mother's DNA and the father's DNA in order to make the "perfect child." The society uses this to manufacture a child's traits and specialities before it's even fertilised. Vincent Freeman was ~~born~~ ^{conceived} without the aid of this technology and born with vision problems, ~~and~~ a 98% chance of heart disease and wasn't expected to live past 32. Because of his conception, Vincent was classed as an 'invalid', and had to assume the identity of a 'valid', Jerome Morrow in order to live his dream of going into space. During

the time that this movie was created, IVF technology was becoming increasingly more popular and advanced. In vitro Fertilisation technology was designed so that people who could not have children of their own for whatever reason (such as a high chance that the child could inherit some sort of hereditary disease) were able to do so. However, society was concerned that this act of 'playing God' was immoral, and people would try to ~~create~~ ^{use the} technology to design their children to be a specific way, removing the child's free choice. ~~These films can~~ People were also concerned that it would create a sort of genetic hierarchy or aristocracy, and that the price issue meant that only those with money had access to it. These concerns are shown in the film in many ways. For example, the fear of creating designer babies and taking away the child's free choice ^{creating an intense amount of pressure to succeed,} can be seen through the character of Jerome Morrow. Jerome was designed with the physical traits that gave him an advantage at swimming, and was ~~bred~~ ^{bred} to be a professional swimmer. However, after coming second in a race, he tried to kill himself by walking in front of a moving vehicle, an accident that left him paralysed from the waist down. When he tells Vincent this he says, "I have never been more sober in my life." and "Jerome Morrow was never meant to be one step down on the podium." The fear of society that the pressure to succeed would be too much for the child was shown clearly from this. The idea that IVF would create a genetic aristocracy is shown in the film through the idea of 'invalids' and 'valids'. Vincent Freeman, conceived naturally, was classed as an invalid, which meant that he didn't even have a shot at getting a good job ~~or~~ or any type of respect. When he goes for an interview for a job, they don't even ask him //

questions, just take a DNA sample. Vincent narrates this scene saying, "Your real resume is in your cells." These aspects of the film help to reflect the ideas and concerns of society during this era.

In the film, *Minority Report*, directed by Steven Spielberg in 2002, one of the main themes is loss of privacy due to government control. ~~The year~~ *Minority Report* centers around a society where the Department of Pre-Crime is able to predict crime before it happens using three psychic 'Pre Cogs'. John Anderton, the chief of Pre-Crime is predicted to murder a man, and starts a massive manhunt in order to find a way to clear his name before he gets arrested for a crime he doesn't intend on committing.

The year before this film was made, were the 9/11 terrorist attacks on the twin towers. Because of these attacks, the American government on the 26th October 2001 passed a bill to enact the PATRIOT act. The patriot act meant that American authorities could arrest someone on suspect of terrorism and send them to the Guantanamo Bay military prison where they used unorthodox methods of torture to gather information. The CIA was also granted access to take over people's cell phones and devices. The idea of loss of privacy due to government control is portrayed in many different ways in this film. For example, the Spydors. Spydors are small robots that the officials in the film deploy into people's homes when they are trying to find someone. The Spydors are equipt with retina scanning and heat sensors. These are used in the film when the Department of Pre-Crime is trying to locate John Anderton in an apartment complex. They deploy the Spydors which invade

V2

the homes of the residents, intruding on intimate moments and traumatising one family, the youngest saying "Mommy I'm scared" as she's pinned down to the bed while the spider retina scans her. In the film, the department of containment mirrors the real world's Guantanamo Bay. Guantanamo bay is an American military facility in Cuba, where people who have committed, or are suspected of committing acts of war or terrorism are sent without trial to be tortured for information. This mirrors the film's Department of Containment, as the people held in the DOC ~~are~~ have not actually committed a crime, only predicted to. The Pre-Crime system doesn't give them a chance to not commit the crime or change their minds, therefore innocent people are arrested. This parallels with the fact that innocent people have been sent to Guantanamo Bay on suspicion of terrorism alone. There is a change from Gattaca in theme, as the ideas and fears of the society in the era have changed, and in order to stay relevant the genre has to change to incorporate society's new ideas and changes.

In the film, Surrogates, directed by Johnathon Mostow in 2009, an important idea was the fear of social media and virtual reality. The film centers around a society where almost the entire population lives their lives through robots called Surrogates, or Surrie's for short. After a man is found with a weapon which can not only kill the surrogate but the controller of the surrogate, the protagonist, an FBI agent, has to try and bring him to justice. The idea of fear of social media and virtual reality stemmed from the increasing popularity of virtual reality.

video games such as Sims and the rise of social media outlets such as Facebook. Sims is a virtual reality computer game, where people are able to create the life that they dream of and live vicariously through the characters in the 'perfect world' that they have created. In 2009, when the film was released, Facebook became the most used social media platform in the world. Facebook and other social media outlets can be a way to make your life seem more exciting and more adventurous than it actually is. You can simply make a status and make it look like you've gone on all these amazing adventures without leaving your home. The rise of these virtual reality platforms became a fear of society as people were becoming addicted to this perfect life they were living instead of going out and actually having those adventures for themselves. This is reflected in this film through the use of surrogates. The slogan for the company that creates the surrogates is "Life... only better." The creator, a paraplegic, originally designed the robots so that people like him could go out and live normal lives, however, the technology got used and abused and people became addicted to the fact that they could live their whole lives without ever getting hurt or leaving their house. However, they weren't really living, as the creator said, "They're already dead. They died the moment they plugged into those machines." The change in theme between Surrogates and Minority Report is due to the ever changing ideas and fears of society.

As well as changes in themes or issues, the special effects in dystopian genres are constantly changing due to an

increase in audience demand for realism. For example, in the 1982 film, *Bladerunner*, a lot if not all of the special effects were in-camera effects. The opening shot of the film, the city skyline was created using a 12ft model. Pictures were taken of a chemical plant, which were then etched into brass to create a forced perspective model skyline. Inside of the model were thousands of tiny fibre optic lights used to create the idea of lights in inside buildings. The explosions or fireballs that shot up, were pieces of ^{unseen} footage found from the production of a film in 1970. * These pieces of footage were then projected onto a screen behind the model. * as well as some more explosions that they filmed in the studio parking lot. In one scene further on in the film, the professor is showing off his 'toys' which are robots. To create these toys they used costume and make up. ^{better} A lot of. Because creating all of the models takes a lot of time and money, most of the \$28 million budget would have gone towards creating them.

In the 1997 film *Gattaca*, there were no more than 70 special effects in total throughout the production of the film. Although, Between 1982 and 1997, there were some drastic developments in CGI, CGI was only used twice in the film, for the rocket launchers. Although *Gattaca*'s budget was reasonably high at \$33 million, because of its lack of special effects and the fact that it didn't live up to audience expectations for realism and cutting edge imagery, it bombed at the box office, only making \$12 million.

Red

The film, *The Hunger Games* which came out in 2012 was incredibly popular due to its impressive special effects. The main use of special effects in this film is in the control room. The control room controlled the *Hunger Games* arena, and was made up of multi-touch interfaces and 3D holograms. This was created using CGI and green screen. Actors were given choreographed movements to do whilst pretending to be working on the multi-touch interfaces. The choreographed movements were then matched up with the corresponding action during editing using CGI. The amount of special effects used in this film made it popular because of the fact that the images being created were hyperrealistic and appealed to the audience's demand for realism.

The genre of Dystopian Sci-Fi has to change with society's preoccupations in order to stay relevant. If a film can't connect with its audience through the use of themes then it's not going to be popular. Dystopian films are used as a vehicle of social commentary and are supposed to reflect the worst possible outcome of a situation that society fears in order to make society think. If the film cannot connect with the audience through the use of themes and special effects then the genre will become irrelevant and the industry will not survive.

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|---|--------------------|---|--------------------|----------|
| High Merit exemplar for Media Studies 91251 2015 | | | Total score | 6 |
| Q | Grade score | Annotation | | |
| | M6 | <p>The candidate explains why and / or how change has occurred in the genre. The discussion is supported by detailed evidence.</p> <p>To achieve Excellence, further development of the discussion of the impact of CGI on the genre and / or the audience is needed.</p> | | |