

3

91490



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



Mana Tohu Mātauranga o Aotearoa New Zealand Qualifications Authority

Level 3 Media Studies 2023

91490 Demonstrate understanding of an aspect of a media industry

Credits: Four

| Achievement | Achievement with Merit | Achievement with Excellence |
|---|--|--|
| Demonstrate understanding of an aspect of a media industry. | Demonstrate in-depth understanding of an aspect of a media industry. | Demonstrate perceptive understanding of an aspect of a media industry. |

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 2–12 in the correct order and that none of these pages is blank.

Do not write in any cross-hatched area (only write in a 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 industry.

Write an essay discussing the **extent** to which you agree with ONE of the statements below. Respond critically to the statement by evaluating the **operation**, **impact**, **and wider significance** of an aspect of your chosen media industry.

STATEMENTS (Choose ONE)

- 1. Ethics are important to how a media industry operates.
- **2.** Technology dictates what media we consume.
- 3. Consumers influence media industries.
- **4.** Innovation is essential in media industries.

| Media industry: | | | |
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| Aspect of the media industry: | | | |
| Statement number: | | | |
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| You should aim to write a concise e | essay of no more than 5-6 pages. | The quality of your | r writing is |
|-------------------------------------|----------------------------------|---------------------|--------------|
| more important than the length of y | our essay. | | |

Make sure you **respond only to your chosen statement** *throughout* your essay, and include **relevant, specific supporting detail** from a range of media texts, and/or evidence from other sources.

| Begin your essay here: | | | | |
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