No part of the candidate evidence in this exemplar material may be presented in an external assessment for the purpose of gaining credits towards an NCEA qualification.

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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.

Not Achieved

TOTAL 2

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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.

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Media genre: Social dramas

Statement number: 3

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

PLANNING

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

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.

ASSES USE

Begin your essay here:

Social dramas are serious, realistic, and dramatic films. They identify a problem in society and explore a cure in society through narrative, in which an individual confronts the problem. The conventions this genre uses are ~~far~~ framing of shots to show the protagonist is trapped within the muse en scene, close-ups of the protagonist in times of high emotions confronting the social issue, and motif of the struggle. Yes it's true as the audience becomes used to the genre social drama's, they demand more ~~as the~~ because they became emotionally engaged with the protagonist.

In the film the pursuit of happiness directed by Gabriele Muccino, released on december ~~15th~~ march 15th 2006, Helped convey the aspect that as the audience became used to the genre social drama's, they

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demanded more because they became emotionally engaged with the protagonist. In the pursuit of happiness Gabriele uses the convention framing of shots to show the protagonist is trapped within the muse en scene. An example of this in the film The Pursuit of Happiness is the bath room scene with chris and christaphor. This piticular ~~scene~~ framing shows the auidence the protagonist is vulnerable and trapped within the muse en scene. It shows the auidence how difficult the protagonistis struggle and freedoom and lack of choice he has. Chris and Christaphor are trapped in the bathroom. Thims makes the auidence emotionally engaged as they sympathize for them and maybe relate to them in anay. Which makes them engaged and want to know more of the genre social dramais ~~through the film the pursuit of happiness~~

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Seconaly in the film Erin Brockovich directed by steven Serderbergh released on March 14th 2000, Helped convey the aspect that as the auidence became used to the genre social dramais, they demanded more because they became emotonally engaged with the protagonist. In the film Erin Brockovich, ~~the~~ steven uses the convention close-ups of the protagonist in times of high emotions. Close-up's ~~are~~ ~~are an~~ within the protagonist ~~are used to evoF sympathy or emphar empathy within the auidience. They are an intimate shot and scense with high emotions~~ at times of extreme difficulty are used to evoF sympathy or empathy with the auidence. They are an intimate shot and scense with high emotions can make us feel close to the protagonist and create tension. They are also used to slow down time to increase the emotion. An example of this in the film Erin Brodovich is when Erin is in a car driving and she gets a phone call from the person

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looking after her kids. He tells her that her daughter said her first word today. It's a long dark close-up of approximately 53 seconds long when she realises what she misses out on when she's at work trying to provid her family with income. Erin starts crying when she realises what she has missed out on. This makes the auidence emotionally engaged with the protagonist because the close-up is a very long and intimate shot which helps us identify with the protagonist. It makes the auidence want to see more as they are starting to understand the ~~social~~ genre social dramais and become emotionally engaged with the protagonist.

lastly The film The pursuit of happiness directed by Gabriele muccino released on decemper ~~2~~ march 15th 2006, helped convey the aspect that as the auidence became used to the genre social dramais, they demanded more because

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they became emotionally engaged with the protagonist. ~~Gabriele uses the convention of~~ In the film the pursuit of happiness Gabriele uses ~~mot~~ the convention of motif of the protagonist's struggle. Motif (repeated patterns of imagery) are used show the protagonist struggle or conflict they are going through. It's an easier way for the auidence to relate to the protagonist. An example of this in the film The Pursuit of happiness is when chris is running awkwardly carrying a ~~a~~ bone ~~destiny~~ density machine. This makes the ~~protag~~ auidence engage with the protagonist as we can see the struggle chris is feeling while he is running.

In conclusion through these conventions and films we see ~~how much social dramais~~ the impact social dramais have to the auidence. The get the auidence engaged. Social dramais are used to confront an important message to the viewers.

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They are made to get the audence thinking about the issue and maybe trying to find a solution to fit the issue if it isn't already fixed.

Not Achieved exemplar for Media Studies 91251 2015			Total score	2
Q	**Grade score**	**Annotation**		
	N2	The candidate's response does not meet the standard, as the description of the aspect is very weak. The use of a close reading approach by identifying close-ups and motifs does not add to the description of an audience's response to the genre, as it is not a convention specific to this genre.		