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3

91490



914900



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 3 Media Studies, 2016

91490 Demonstrate understanding of an aspect of a media industry

2.00 p.m. Tuesday 29 November 2016
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 nine 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.

High
Excellence

TOTAL

7

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INSTRUCTIONS

Choose ONE **media industry** that you have studied.

Write an essay discussing the **operation of an aspect of your chosen media industry**, by responding to ONE of the statements below. You should aim to evaluate the impact of your chosen aspect on the industry and/or society, and you may agree and/or disagree with your chosen statement.

Use page 3 to write your chosen media industry, aspect of the media industry, statement number, and to plan your essay.

Begin your essay on page 4.

STATEMENTS (Choose ONE)

1. Social media is a powerful force on media industries.
2. Media industries struggle to keep up with technological change.
3. Media industries change in response to society.
4. Media producers must find new ways to make money.
5. Media industries are interested only in the mainstream.
6. Governments control media industries.
7. Consumers demand unlimited access to media industries.
8. Media industries are a vital taonga* for Māori.

** Taonga refers to a valuable resource or treasure.*

9. Piracy is the biggest threat to media producers.

Media industry: *The Newspaper Industry*

Aspect of the media industry: *Its evolution alongside technological growth*

Statement number: *2*

PLANNING

Description of this **aspect** of your chosen media industry:

- Nation talking to itself!
- Carnegie Corporation NY

How and/or why this aspect **operates** in your chosen media industry:

The **impact** of the aspect for your chosen media industry:

The **wider significance** of the impact for your chosen media industry and/or society:

The suggested maximum length for your essay is 1000 words (7-8 pages). The quality of your writing is more important than the length of your essay.

Draw conclusions about the **wider significance** of the impact for your chosen media industry and/or society by including **relevant, specific supporting detail** from media text(s) and/or evidence from other sources.

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Begin your essay here:

It is pertinently obvious that media industries struggle to keep up with technological change, and this is most evidently seen through the newspaper industry worldwide. Author and essayist, Arthur Miller, once described a good newspaper as "a nation talking to itself," and in doing this, newspapers have enabled democracy to thrive. However the rapid and uncontrollable growth in technology has raised speculation as to whether newspapers are continuing to fulfill their fundamental purpose. Carnegie Corporation New York, comments "Are today's news organisations up to the tasks of sustaining informed citizenry in which democracy depends?"

For centuries, newspapers have played a vital role in acting as fact checking watchdogs for society, by presenting an unbiased account of hard hitting news, and ensuring people behind scandal driven stories are held to account. professor at Auckland University, Judy

McGregor, believes there is one thing that new/old media doesn't change, "cutting to the bone, identifying reliable and informed sources, and producing quality news, information and content any."

Founding director of Fourth Estate Htl, Ian F Grant, quotes Charles Darwin, saying, "It is not the strongest of species that survives, nor the most intelligent, but the one with the greatest capacity for change." This theory can be directly paralleled to the survival of newspapers in today's society. The newspaper industry showed great naivety towards the power the internet held to transform their business models, when the future stability of businesses became uncertain in the 1990's. This is evidenced by the 24,000 journalists that lost their jobs in 2008-2009. In New York alone, there were 7 daily newspapers all competing for a diminishing advertising revenue in 2010. "News papers, long frozen in the internet's headlights began to seek a range of innovative solutions to the problems they face," says media commentator Brian Edwards.

The weakness of journalists and news organisations to successfully transition their presence online meant that this issue proved terminal for many companies. "The ~~most~~ NY times, said to be the ~~most~~ august journalistic institution of all time, were criticised in 2010 for their drop in share prices;" A sad reflection highlighting that it is their share prices being analysed and not their content. ~~overman~~ Media Mogul, Rupert Murdoch, once described the newspaper trade as "Industry rivers of gold," which is exhibited through ~~McClarity's~~ operating margin of 24% compared to ~~newspapers~~ ^{supermarkets} 4%. However, Murdoch goes on to say, "Sometimes rivers dry up." The failure to use innovation and openminded techniques to combat the rise in technology, left newspaper companies employing strategical and desperate adaptations that created ~~is~~ ^{resounding} repercussions. Media writer for Politico, Jack Shaffer, says, "Electronic news as it is currently consumed is a disaster for Newspapers as they have not figured out how to monetize it."

As a result of the relentless pressure that the Internet has placed on Newspapers, leading news companies around the world have been

forced to merge. In New Zealand, this is evident through The New Zealand Herald and Radio Live merging in 2015 to form NZME. This perpetuates the idea that journalists of the future will be integrated with Radio and television, in combination with Newspapers. Managing Editor of finances at the Herald, and current lecturer at AUT, Gavin Ellis, explains, "ultimately we will not see news media treated as a commercial enterprise, but as a social good... you are going to have to build different structures." The recent rejection of Fairfax and NZME's proposal to merge from the commerce commission, exhibits the desperate adaptations companies are making to the Internet's disruption. "Quite frankly, the business model is either broken or breaking," says Ellis. This may result in the companies selling of small newspapers as an alternative solution, which would ^{turn} create niche markets in the New Zealand's newspaper industry. Despite the merging being proposed to achieve economies of scale, and reduce the cost of having double back room staff, the reduction of voices, and the dominance that a giant news corporation would produce is ~~toxic~~ lethal. The journalists will have to

find others ways of successfully living within their means. Unfortunately, job losses have become inevitable.

In an attempt to redeem newspapers from extinction, many companies have employed strategic content, that is often more tabloid in style and focusses on human sorrow and grief, in order to appeal to readers. This adaptation is so clearly exhibited in the New Zealand Herald's coverage of two tragic events in 1995 and 2008. The Cave Creek disaster in 1995, was covered with restraint in their tone, the title of the article reading "Students face up to loss of their friends." There was only one infographic included, followed by a boxed story. When covering the Cannonyng Disaster in 2008 however, the company adopted a more voyeuristic tone, and included four photos, depicting young teens in shock at the accident site. The larger banner heading reduced the amount of writing in the article, and hence hindered its depth, reading "Young Lost Futures; young lives full of promise," and "Faith must mean everything now grieving students told." ~~Investigative journalist~~ Investigative journalist Mike White, comments, "journalists tend to

emphasise grief through emotive language, which perpetuates the readers' ~~grief~~^{sympathy} and emotional understanding of the tragedy."

The issue with this arises when serious events begin to be trivialised, in a desperate attempt to retain readers, and thus sustain sales and ratings. Harris (2006) comments, "By replacing objective journalism with a cultural form that focusses on entertaining rather than serious issues of concern, newspapers are able to appeal to the widest market possible." The tabloidisation process at the Herald ~~is~~ now clearly reflected in the paper's content, being printed on a broad-
new 'compact' size, reflecting that of a women's weekly or hello magazine.

"The front cover rarely relates to the major news event of the previous 24 hours... It usually features items that are either sensational... sentimental... or celebrity driven," says Brian Edwards.

The struggle that media industries have faced with the exponential rise in technology, has created resounding repercussions for society. American Journalist, Mike Elgan, explains, "The transition from a print subscription to reading news online generally involves being

less informed on current affairs." This downfall is proving to be detrimental, as it is leaving people's perception of 'worthy news' entirely skewed, and educated on superficial matters. Editor at the Guardian, Katherine Viner, says, "Algorithms such as the one that powers Facebook's newsfeeds are designed to give us more of what they think we want... which means our own personal feeds are invisibly curated to reinforce our preexisting beliefs." With the loss of print subscriptions, readers are losing the "respect focus and engagement" that print newspapers command. Consequently a narrowed interest is being produced, due to the design of clickbait on websites. "I suspect that people think they are reading news online when in reality they barely skim the stories they look at," says Elgan. Furthermore, the power held by income-driven officials, has meant that cuts into the editorial heart of newspapers are being made; "Wall Street obsessed with growth stocks demand short term profit, resulting in cuts to the editorial heart of newspapers!" (Harris) The elimination of factchecking and validation of news is resulting in an inferior product, which skims the expectation of informed citizenry which

Extra space if required.
Write the statement number if applicable.

STATEMENT
NUMBER

upholds democracy. Edwards comments, "To the accountants now in control, journalism was a cost; They simply didn't understand that the newsroom was a newspaper's greatest asset." //

Furthermore, social media is no longer just a forum for presenting the news, but it even sets the agenda for it - stories are often broken online, and become available for news organisations to adopt and broadcast/publish. Viner says, "Social media has swallowed news whole... But the consequences go far beyond journalism." //

It is important, now more than ever, for journalists of the 21st century to be pushing the boundaries, and remaining fresh, but as Tully explains, but is this possible when newspapers are at risk of extinction all together. Journalists are beginning to let go of their fundamental purpose; the democracy that is being so tenuously hung from this can come crashing down in seconds. "The quarterly bottom

Extra space if required.

Write the statement number if applicable.

ASSESSOR'S
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line was now more important than quality journalism, and the traditional commitment to being the public defenders of truth and light was ruptured." (Economist). ✓

E7

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Low Excellence exemplar for Media Studies 91490 2016			Total score	7
Q	Grade score	Annotation		
2	E7	<p>The candidate provides a detailed analysis of the struggles that the newspaper industry has had, keeping up with the pace of technological change (Statement 2), using relevant, specific supporting details from a range of media texts and other sources.</p> <p>Pages 4–6 provide an overview of the issues and struggles that the newspaper industry has had in moving to an online environment, with clear examples, and a range of supporting quotes. The candidate analyses the impact that the Internet has had on the industry (pages 7–9), providing evidence of recent mergers of media companies, and the implications of these changes on the industry and wider society. The candidate begins to provide perceptive insight in evaluating the wider implications of these changes on society (pages 9–11), newspaper readership, and the rise of alternative news content.</p> <p>To achieve a higher grade, the candidate needed additional supporting detail in their evaluation, to help reinforce their argument about the impact technology is having on the industry and society.</p>		