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91490



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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.

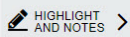
Check that this booklet has pages 2–12 in the correct order and that none of these pages is blank.

Do not write in any cross-hatched area (DO NOT WRITE). This area will be cut off when the booklet is marked.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.

High Achievement

TOTAL 04



Page 1

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:

Aspect of the media industry:

Select your statement: ▼

PLANNING

B *I* U | ▼ | ▼ |

ESSAY

Type your essay in the space below. You should aim to write a concise essay of no more than 800–900 words. The quality of your writing is more important than the length of your essay. (The counter will change colour when you reach the recommended word count.)

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

B *I* U | ☰ ▾ :☰ ▾ | ↶ ↷

The music industry is always developing and changing to meet the audiences demands. Consumers influence the music industry through nostalgia. This essay will show the affects of how the nostalgia in consumers influences the music industry in three different areas, vinyl, legacy artists and music sampling.

Legacy artists are musicians who have earned their name in the music industry, typically being older and having more experience. Consumers have shown they have more respect towards legacy artists as they are more likely to pay to hear their music, as it might be the last chance for people to hear them live. Nostalgia easily influences consumers as older people feel they are brought back to the 'good old days', having respect for the artist if they come from their time. Even younger listeners were brought up by their parents more often than not listening to legacy artists bringing a sense of nostalgia to listeners as a whole from when they were younger. current legacy artists consists of people like, Elton John, Queen, Elvis, Whitney Houston and so much more. We can see the influence consumers have with this statement from NPR, "Elton John at the age of 76 had his farewell tour 'the yellow brick road' being the highest grossing tour in history making 939 million dollars." This shows how nostalgia plays a role for consumers, Elton John has already placed his name in the history books for being an amazing musicians, but due to his farewell tour people are prepared to pay that extra dollar for their last chance to hear him play. Legacy artists are able to understand their role in the music industry and as nostalgia influences consumers to want to listen that much more to legacy artists they're able to charge that much extra.

Nostalgia is a large aspect in the music industry, as it brings back old items that nearly even died off. Vinyl was close to six feet under as cassette tapes and discs came and developed in the music industry, the nail in the coffin most would have thought would have been digital music. In todays age no one could of guessed that as its one of the biggest growing areas in the music industry as consumers demands the item due to its nostalgia and tagibility compared to digital music. According to Statista in 2022 43 million vinyl peices were sold which is 48 times the amount sold in 2006. Current day musicians have started releasing vinyl copies of their new music to reach this industry showing the consumers influence. Consumers have been shown to describe the sound of vinyl as a warm crisp sound compared to digital music, I believe this to be a metaphor around the nostalgia of the old discs. younger generations have even shown interest into vinyl as they find it to be 'cool' and different to digital music. Musicians such as Taylor Swift have been banking off this new phenomom as she re-released her album from 2012 'Red' in vinyl bring nostalgia to her audience with her old music, Also releasing special edition pieces such as 4 limited edition designs to her album 'midnight' that design a clock. This spark in vinyl shows the influences consumers have over their industry as artists gather together to bank off of it. NME states " For one in every 25 album peices solf one is a Taylor Swift album." Taylor Swift has shifted to target this market and bring her younger listeners in to easily make more money on older songs.

Sampling in the music industry is the act of taking snippets of other peoples songs and using it in your own music. Sampling influences nostalgia as people bring in parts of old songs and rejuvenate it and bring in a new twist to the music. Consumers when listening to sampled songs can be influenced by nostalgia leading to them to listen to the sampled musician again. This shows how sampling benefits the sampler and the sampled, as the sampler gets to use the others music to bring in views and hold the nostalgia over the consumers, the sampled will then benefit as their song being sampled brings consumers back to listening to their music. The Billboard talks upon how the producer Kyogo sampled 'higher love' by Whitney Houston, this was seven years after Whitney had passed away, the song resparked the nostalgia for Whitney Houston as she got 800 million streams of her music over the 12 months after Kyogo sampled her. The audiences demand skyrocketed after hearing the deceased artists voice again, showing how the nostalgia in sampling influenced the audience. This shows the benefits of sampling and how the audience has influenced the music industry into sampling older music.

This essay has shown how consumers have influenced the music industry in multiple different areas through nostalgia. Nostalgia is a major factor in audience demand, as it brings the audience back to the 'good old days' through, the tangibility of vinyl, the sampling of older music, or one last chance to hear the musician that you grew up with play. The music industry has shown how it will change and adapt to meet the audience's demand throughout this essay.

867 WORDS / 900 RECOMMENDED



Mana Tohu Mātauranga o Aotearoa
New Zealand Qualifications Authority

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Achievement

Subject: Media Studies

Standard: 91490

Total score: 04

Q	Grade score	Marker commentary
1 (3)	A4	The candidate discussed the role of the consumer within the global music industry, addressing statement 3: "Consumers influence media industries". Several points were discussed with a range of primary and secondary evidence provided. The candidate was able to explore the industry as a whole and discuss the role of nostalgia in audience demand, but needed to go further in considering the overall impacts on the industry.