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93303Q



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD
KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

Scholarship 2018 Media Studies

2.00 p.m. Tuesday 13 November 2018
Time allowed: Three hours
Total marks: 24

QUESTION BOOKLET

Answer ALL three questions in this booklet.

Write your answers in Answer Booklet 93303A.

Start each question on the designated page in the answer booklet. Write the number of your chosen question, and the quotation or statement in full in your answer booklet.

Check that this booklet has pages 2 and 3 in the correct order and that neither of these pages is blank.

YOU MAY KEEP THIS BOOKLET AT THE END OF THE EXAMINATION.

Each essay will be marked on the basis of the following:

- 0–8 mark scale for subject knowledge, higher-level critical thinking and organisation/presentation skills expected in a structured response, such as integration, analysis, synthesis, and logical argument.

INSTRUCTIONS

You are advised to spend 30 minutes reading through the questions and planning your responses, and 2 hours 30 minutes writing your three essays.

Answer ALL three questions. Plan and write your answers in Answer Booklet 93303A.

For EACH question:

- You should choose and respond to ONE only of the quotations or statements provided.
- You should refer to a wide range of specific evidence to support your analyses.
- You may respond by agreeing or disagreeing with your chosen quotations or statements, OR by considering a variety of points of view in your essays.

Do NOT use the same material to answer more than one question.

QUESTION ONE: The close reading of media texts

With reference to ONE of the quotations or statements below, **analyse media texts (from any medium)** that you have read closely.

EITHER:

- (a) “The film’s [or other media’s] role is to promote, to raise questions that only the audience can answer.” *Godfrey Reggio*

OR:

- (b) Media texts are often guilty of exploiting certain types of representations.

OR:

- (c) “Media isn’t diverse—and this leads to appalling reporting.” *Steven Thrasher*

OR:

- (d) “The boundaries between genres are shifting and becoming more permeable.” *Nicholas Abercrombie*

OR:

- (e) “Genre is not ... simply ‘given’ by the culture: rather, it is in a constant process of negotiation and change.” *David Buckingham*

QUESTION TWO: The relationship(s) between media and wider society

With reference to ONE of the quotations or statements below, **analyse the relationship(s)** between one or more media and wider society, OR **analyse the development** of a medium/media industry and/or the factors that shape it.

EITHER:

- (a) Media mergers concentrate media ownership, and impact on both media quality and media diversity.

OR:

- (b) “The news media is in trouble. The advertising-driven business model is on the brink of collapse.”
Jason Tanz

OR:

- (c) “The only thing constant in life is change.” *Heraclitus*

OR:

- (d) “We don’t have a choice on whether we do social media, the question is how well we do it.”
Erik Qualman

OR:

- (e) “Streaming TV shows, movies, and other types of video [or music] over the Internet to all manner of devices, once a fringe habit, is now a squarely mainstream practice.” *Walt Mossberg*

QUESTION THREE: Media production

With reference to ONE of the quotations or statements below, **demonstrate a critical understanding of one medium and its production context**, including reference to your own production experience.

EITHER:

- (a) It’s all storytelling. That’s what makes a successful media product.

OR:

- (b) The central dilemma in creating a media product is that you don’t know what you don’t know.

OR:

- (c) “I like pre-production and post-production the best.” *Martin Campbell*

OR:

- (d) “There are no rules in filmmaking [or other media productions]. Only sins. And the cardinal sin is dullness.” *Frank Capra*

OR:

- (e) “A style is not a matter of camera angles or fancy footwork ... it’s an accurate expression of your particular opinion.” *Karel Reisz*

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