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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.

TOTAL

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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.

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Media industry: _____

Aspect of the media industry: _____

Statement number: ☐

PLANNING

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

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:

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The suggested maximum length for your essay is 1 000 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.

Begin your essay here:

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

STATEMENT NUMBER

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