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# Level 3 Media Studies, 2015

## 91490 Demonstrate understanding of an aspect of a media industry

9.30 a.m. Friday 27 November 2015
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 ten 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 2–11 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 **an aspect of your chosen media industry**, by responding to ONE of the statements below. You may agree and / or disagree with your chosen statement.

In your discussion:

- describe an **aspect** of your chosen media industry
- explain how and / or why this aspect **operates** in your chosen media industry
- explain the **impact** of the aspect for your chosen media industry
- 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.

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, responding ONLY to your chosen statement.

**STATEMENTS** (Choose ONE)

The statements below relate to aspects of a media industry.

**1.** Media industries wield enormous power.

**2.** Technology is changing media industries.

**3.** The way media industries are organised is vital to their success.

**4.** The key to success for media industries is establishing a collaborative environment.

**5.** Distribution is a significant factor for media industries.

**6.** Media industries are controlled by the society in which they are created.

**7.** Access is replacing ownership in media industries.

**8.** Media industries kill creativity.

**9.** Media industries depend on celebrities.

**10.** Consumers are transforming media industries.

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**Media industry:** _____

**Aspect of the media industry:** _____

**Statement number:** ☐

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

**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 for your essay is 800–1 000 words (5–6 pages). The quality of your writing is more important than the length of your essay.

Support your discussion by **drawing conclusions** with **relevant, specific supporting detail** from media text(s) and / or evidence from other sources.

Begin your essay (responding ONLY to your chosen statement) here:

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**Extra space if required.**
**Write the question number(s) if applicable.**

QUESTION NUMBER

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