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3

91490



914900



NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD  
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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.

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**Low  
Achievement**

**TOTAL**

**3**

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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.

A3

3

Media industry: Music - specifics?

Aspect of the media industry: Consumers, and their impact

Statement number: 10

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

### PLANNING

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

- [ Introduction to media, its importance
- [ Music popularity, 3 in companies
- [ Formats
- [ Change inevitable.

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

- [ Early stages of music formatting
- [ Pros/cons of records, their impact on consumers
- [ Artists
- [ Technology goes more advanced, mp3, internet etc

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

- [ Napster
- [ Fanning, parker etc

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

- [ present

The suggested maximum for your essay is 800–1000 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:

Media is a huge part of modern society, giving the public entertainment in the comfort of their own ~~area~~ home. It also comes in a large variety of forms, be it movies, tv, videogame etc. But the most popular of all media forms is undoubtedly Music. Coming in all shapes and sizes, ~~a~~ a huge selection of genres, music is loved by everyone. But, as music became more and more popular, (.1900's), three major entertainment corporations decided to take control. Warner, Sony, and Universal, ~~became~~ became into power. If a music artist wanted their music heard, they'd have to sign a contract with one of said companies, who most of the profit would go to. It was a simple time, and the record was the main format for music distribution, widely available for the public. But as technology evolved, and the way consumers listened to music ~~se to~~ would the music industries need to transform.

A long and not entirely relevant introduction.  
Some historical background

In the ~~early~~ <sup>early</sup> days of music, the only format widely available to the public was the record. In order to listen to their favourite music, the public would have to make the trip to their local music store (if they had one) and purchase records (large, disc shaped music storage). Despite being inconvenient, owning records had its upsides. Once you owned them, they were yours, and lasted virtually forever. But, as technology became more advanced over the coming years, and more formats were being created, (casset tapes, CDs) a new, almost revolutionary format was born: The ~~new~~ "mp3". The mp3 was/is a file that could be stored on a computer. It was incredible, 1000's of your favourite songs, able to be stored on a small space - the computer. This was around the mid 1990's, which was also the same time as the internet - a very powerful tool - was born. And, little did the music industries know, the internet and mp3 format were about to be exploited. ~~who~~ The culprits? Two college student, Shawn Fanning, and Sean Parker.

Again a 'puffed' history of music pre-digital to lead to the digital revolution of the end of the 20th Century.

example #1 - specifies a bit 'general'

It was 1998, and 'Napster' was born. Napster was a 'peer to peer' file sharing programme, (specifically the mp3) created by Shawn Fanning and Sean Parker. People would connect to others across the internet and download/share/swap mp3 files of their favourite songs. Napster rapidly grew popular, gaining thousands of users over the coming years. And who wouldn't want to use it? Having access to your favourite music, from the comfort of your own home, all for free! It seemed too good to be true. Unfortunately, this was true. Though technically not <sup>yet</sup> illegal, Napster was causing both artists and music corporations alike to lose money, almost infuriating them. This of course ended in many, many lawsuits towards the Napster team, this including the popular band 'Metallica', who actually brought in boxes full of thousands of names of Napster users, to support them in their case. They were sued for millions, and so ~~that~~ to came the end of Napster. But to the disdain of the music industries, illegal music ~~share~~ sharing websites were like a hydra. For every ~~two~~ site taken off the web, it seemed two more would take its place.

general  
can be  
specific  
would  
help.

Present day. Since the days of evolution of the internet and mp3 formatting, the ~~media~~ media industries, specifically those in music, have lost a huge amount of the power they once ~~possessed~~ possessed. Music artists have become a lot more self-reliant, because through the evolution of technology, they no longer need big corporations to get their music heard. Several legal sites, such as Kickstarter, can help them. Kickstarter is a website where people can donate money to a specific cause to get them up and running, like creative ideas, videogames, and even music artists. Take Amanda Palmer for example. Known by very few people at first, she created a Kickstarter. The public liked her work and donated, making her the success she is today. eg. #2

Though the music industries have very little power in terms of music production they still have a few legal mp3 sharing sites under their control where people pay for mp3s, (iTunes, Songify etc). // 'Industry'

And because they have struggled to a loose <sup>structure</sup> keep up and provide the public with the conveniences they want, they have fallen behind drastically. <sup>specifically sites - not owned by the industry.</sup>

good point - this could be developed further

Again - this is relevant - access-driven consumerism  
does put power in the consumer's hands.

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I do not believe the general public understands the power and control they wield. For it is they who decide what is most convenient for them, how they have access to their favourite media, which formats etc they get it in. It is those small decisions that forces the media industries to evolve, transform, to adapt to the needs/wants of the public. Because, if they do not cater to those wants and needs, their power will continue to steadily diminish, until there is nothing left, but artists producing their own music, and getting all of the profit. But, knowing this, would that really be such a bad thing?

(23)

This is a low Achievement: it has potential to be higher as the concepts discussed are relevant, but examples are thin and the analysis of the impact of these events is also weak to non-existent. Overall understanding shown for a pass.



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High  
Achievement

TOTAL

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10. Consumers are transforming media industries.

**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:

# High AU

4

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.

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

Independent films has been developed outside Big Six Hollywood studios and has seen creating their own ideas and values about the films and adds their own colour into the film. They struggled with low budgets and had problems with distributing their films. They need help of Hollywood for extra budgets and distribution and also had to adapt to the changing media industry. Topic sort of introduced obliquely.

In early 1990's the independent filmmakers made their films with low budgets and struggled with distributing their films. They had to fund their own budgets for the films to make the films. Cheap 16mm films and mini DV cameras brought hope to the indie film makers and they started to create their film based on these equipments. Robert Rodriguez made his film El Mariachi, funding his budget \$7000, by becoming a test subject for a drug trial. He later sold the rights to Columbia studios for \$150,000. The producers of Blair Witch Project funded their budget \$30,000 by maxing out their credit card but still needed help for distribution, which costed \$500,000. The indie filmmakers made films from their own budget but still needed help of Hollywood for distribution.

Hollywood has started to recognize the potential of indie filmmakers due to their success. They had eventually started to fund extra budgets the indie filmmakers needed and also help with distribution to create more indie films that lead to more success of indie films (Pulp Fiction made \$10 million with a budget of \$8.5 million). Hollywood had started to create and brought indie film studios to create more indie films and benefit from the success of indie films as Disney brought Miramax and Hollywood created many indie studios like Fox Searchlight and Sony Pictures Classics.

overview of what happened in the industry with some supporting evidence.

due to the success of indie films, Hollywood increased the budgets of indie film makers to \$40 million as they brought success to Hollywood with every indie film they created. The media industry shifted due to the rise of the mega-blockbusters. They changed the course of the entire film market as they brought huge success ~~the movie~~ Spiderman (2002) made \$100 million in a weekend and placed #1 in the box office for weeks. Seeing this new trend, Hollywood shifted their focus to mega blockbusters and started focusing on create more mega blockbusters. The indie filmmakers <sup>were</sup> forced to create elements of mega blockbusters and had to adapt to the changed film industry in order to survive. Hollywood limited access to new talents of the indie films so that they would focus on the elements of the mega blockbusters. Many indie filmmakers created their films with mega blockbuster element (Space Lee-Oceanography)

By 2010, Hollywood wanted low risk films like super hero films, sequels and franchise films that brought guaranteed success (Iron man - \$175 million + 200 million budget). The number of indie filmmakers started to decrease and the indie films headed to ~~down~~ slumber. Many studios and <sup>indie</sup> film theaters had to shut down in response to the down fall of indie films and the cost of the digital projectors (\$10,000). Disney closed Miramax in 2010 when the indie film ~~market~~ headed to down fall. By this time, no new talents had emerged to make new indie films as ~~the entire~~ the entire film industry had set their eyes on low risk films. Many blockbuster films have ~~not~~ not brought much success as it brought audience fatigue (Pacific Rim, R.I.P.D.)

Indie filmmakers have started to look for alternatives to make their indie films and to survive in the changed media industry. Rodriguez has considered ~~not~~ stop making films and started to create TV series as people watch more TV shows than movies. <sup>some</sup> Indie filmmakers make their films and TV series and distribute it to Netflix, the online streaming ~~video~~ company, but they receive little profits from them. Most indie filmmakers now shift their focus to Kickstarter, the crowd funding website, to fund their budgets to create their films, but they struggle finding more audience to fund their films and celebrities make use of Kickstarter and take away their potential budgets and popularity. In order to

revive the film industry to glory, Hollywood must shift their focus to indie filmmakers for new ideas as ideas from audience bring the contents of the film to downfall (Iron Sky). Hollywood collaborating with indie filmmakers is necessary to create new ideas for the future of film industry.

04

A relevant point but needed supporting evidence to validate.

A solid answer but needed to dig deeper into the impact of distribution and move beyond the 'history of indie' films in its structure.