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91493



914930



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

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

SUPERVISOR'S USE ONLY

Level 3 Media Studies, 2015

91493 Demonstrate understanding of a relationship between a media genre and society

9.30 a.m. Friday 27 November 2015
Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of a relationship between a media genre and society.	Demonstrate in-depth understanding of a relationship between a media genre and society.	Demonstrate perceptive understanding of a relationship between a media genre and society.

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 eight 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.

Low
Achievement

TOTAL

3

ASSESSOR'S USE ONLY

INSTRUCTIONS

Choose ONE **media genre** that you have studied.

Write an essay discussing a **relationship** between your chosen media genre and society, by responding to ONE of the statements below. You may agree and/or disagree with your chosen statement.

Note: 'Society' refers to a community in a specific time and place, or the audience for a genre.

In your discussion:

- explain the **relationship** between your chosen media genre and society
- explain the **impact** of this relationship on your chosen media genre and/or society
- draw conclusions about the **wider significance** of this relationship by including **relevant, specific supporting detail** from media text(s) and other sources.

Use page 3 to write your chosen media genre, society, 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 genre.

1. Genre provides mindless entertainment for the masses.
2. Genre allows us to see the world in a new way.
3. Genre shows us the truth about society.
4. Technology has a significant impact on genre.
5. Genre are evolving all the time.
6. Genre are often responsible for negative representations.
7. Genre teaches us about social history.
8. The boundaries between genre are often blurred.

Media genre: Social Realism
 Society: Audience
 Statement number: 1

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

PLANNING

Explanation of the **relationship** between your chosen media genre and society:

Education - Entertainment - Money
 2 3 1

Films about people/places in situations that aren't ideal for us to live in.

The **impact** of this relationship on your chosen media genre and/or society:

Attempt to educate audience while still making \$ and not boring.

The **wider significance** of this relationship:

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 other sources.

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

The genre Social Realism is just like any other genre, a topic of a Social Realism film is just generally a little more grim. With films like "Beasts of the Southern Wild," and "Billy Elliot" we are introduced to a variety of situations which other genres may not cover. To say that genre provides "mindless entertainment" is a gross misunderstanding. Yes, some genres such as fantasy, and even some general horror films are intended for "mindless entertainment", a chance for the Brain to switch off. Social Realism, along with other genres such as Documentaries are for more than just a break.

The film "Beasts of the Southern Wild" was one of these films. The director created it with the intention/desire to portray a point. ~~to~~ Beasts is about a wee girl who is living in the slums of New Orleans. She doesn't let anything get her hopes and dreams down. Beasts is a great example of a Social Realism film created for more than just "mindless entertainment". One reason it could have been made is to educate the watches in how some people live. Seeing the

awful conditions that the characters in *Beasts* live in really ~~made~~ made me realise how lucky I am, to be ~~in a~~ living in a 2 floor house with electricity, to be educated in a decent school. A film created in a genre to serve nothing but mindless entertainment, wouldn't encourage you to have that type of thoughts. Aside from making money, and being entertaining *Beasts of the Southern Wild* was educational and thought provoking, as a Social Realism film should be.

"*Billy Elliot*" is another Social Realism film which proves that genres aren't just for mindless entertainment. The film surrounds a young boy who starts to learn ballet instead of boxing against his father's knowledge. Billy Elliot faces up to a lot of topical issues at the time it was made. It is now 2015 and gay marriage is legal pretty much everywhere. But when *Billy Elliot* was made, this was not the case. For a film to be made about a young boy, not only disobeying his father but also partaking in a "girl's" activity was ground breaking and thought provoking. This of course ~~includes~~ includes to how the film was not created solely for the purpose of entertainment, and is another example of a Social Realism film ~~do~~ doing its part to

educate the watchers on simply how ridiculous it was to give activities genders and to frown upon our sons wanting to do something they enjoy. "Billy Elliot" helped to change the world.

A third & Social Realism film which shows that genre provides more than just entertainment is "Winters Bone". The film is about a small family reliant on the elder sister/daughter. The father ran off leaving the family with a huge debt. The film is showing the audience how difficult some people have it. Comparing it back to "Beasts at the Southern Wild" they are two very different films with very similar stories to tell, not in plot line, but in film purpose. Both films are raw and portray families who are very relatable for some people living in 1st World countries today. The film Winters Bone was very obviously not created purely for entertainment purpose. This was evident from the fact that it is a social Realism genred film. And social Realism films are often not created with entertaining audience entertainment at the top of their list. This contributes in a massive way to proving that not all film genres are existant for the same purpose - mindless entertainment.

So, to conclude, I disagree with the statement that "Genre provides mindless entertainment for the masses" and I used the genre Social Realism to back up my opinions. Within this genre, the films which I chose were "Beasts of the Southern Wild", "Billy Elliot", and finally "Winter's Bone". I used these films to show points of Social Realism which weren't created purely for the mindless enjoyment of the audience. These were mostly parts of ~~the~~ the film which encouraged me personally to think while I was watching. A ~~then~~ genre which provides films that cause you to think while watching are clearly not created for the mindless enjoyment of the audience.

Low Achievement exemplar for Media Studies 91493 2015			Total score	3
Q	Grade score	Annotation		
1	A3	<p>The candidate challenges the chosen statement that media genre provides mindless entertainment for the masses by providing an explanation of the relationship between the media genre of social realism film and society. The candidate uses relevant, supporting evidence from three films from the genre and explained the relationship they have with the audience to support the assertion that some genre can provide more than 'mindless entertainment'.</p> <p>To achieve a higher grade, the candidate needed to include a more detailed explanation of the relationship between the media genre and society for whom it was intended.</p>		

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**High
Achievement**

TOTAL

4

ASSESSOR'S USE ONLY

INSTRUCTIONS

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Note: 'Society' refers to a community in a specific time and place, or the audience for a genre.

In your discussion:

- explain the **relationship** between your chosen media genre and society
- explain the **impact** of this relationship on your chosen media genre and/or society
- draw conclusions about the **wider significance** of this relationship by including **relevant, specific supporting detail** from media text(s) and other sources.

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Begin your essay on page 4, responding **ONLY** to your chosen statement.

STATEMENTS (Choose ONE)

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5. Genre are evolving all the time.
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7. Genre teaches us about social history.
8. The boundaries between genre are often blurred.

Media genre: SuperheroSociety: Post 9/11Statement number: 5

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

PLANNING

Explanation of the **relationship** between your chosen media genre and society:

1. Increase in popularity + frequency of major releases
2. Themes + storylines have changed over the past decade following 9/11 attacks
3. Imagery influenced by 9/11 + war on terror

The **impact** of this relationship on your chosen media genre and/or society:

- As America's concern of terrorism changed over time, we saw changes in the S.H. genre

The **wider significance** of this relationship:

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 other sources.

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

The terrorist attacks of 9/11 and the following war on terror has lead to changes in the superhero film genre. The genre has continuously evolved from after the attacks of 9/11 to the present. Films released shortly after the attacks usually have a pro-US / patriotic theme, emphasizing unity (example: Spider-man, 2002 dir. Sam Raimi). Where films released later on in the decade seem to have a more darker, critical and ambiguous to the U.S. and how they responded to the war on terror (The Dark Knight, 2008, Christopher Nolan). We saw a major increase in popularity of the superhero genre after 9/11, with themes, storylines, and imagery all influenced by 9/11 and the war on terror. As America's response to terrorism shifted, we ~~saw~~ started to see an evolution in the superhero genre.

P1

ASSESSOR'S
USE ONLY

the Shortly after the twin towers terrorist attack, superhero genre gained a huge amount of popularity. We started to see more and more big budget superhero films into the decade, a lot of these being highly anticipated. The genre did have some popularity before 9/11, and there a few successful superhero films ~~before~~ in the previous decade, (X-men) but post 9/11 was when the genre peaked in popularity. Its popularity continues to rise, with the first two Avengers films ^(2012, 2015) both being within the top 5 highest grossing movies. Post 9/11 american audiences ^{at the beginning of decade} wanted to see these kinds of films as they are a form of escapism, and help ease the trauma of terrorism shortly after ~~the~~ 9/11. ~~the~~ They were about good defeating evil (terrorism) where the "good guys" (U.S.) win. We saw the superhero genre evolve from after 2001 to the present as we saw a sudden increase in the popularity of these films and an increase in frequency of these films. More people wanted to see these kinds of movies, as

it's almost as if they "re-write" the 9/11 into a day where the "good guys" (U.S.) win, so they help ease the trauma for audiences that would still be affected by the terrorist attacks, shortly after 9/11.

~~From 2001 to 2005, superhero films~~
 Themes and storylines have evolved over the decade following 9/11. From 2001 - 2005, most superhero movies had a patriotic theme, and ~~were~~ had simple 'good defeats evil' storylines. They had an emphasis on unity, and feeling safe. One example would be "Spider-man" (2002), where in one scene, we see a group of New York citizens band together, helping Spiderman take down the green goblin. We hear the quote from a citizen: "You mess with one of us, you mess with all of us."
~~Later films~~ Superhero films released later on in the decade have a somewhat different ~~approach~~ to response. Later films are more critical of the U.S. ~~and~~ with their response to 9/11 and the

war on terror. One scene of "The Dark Knight" (2008) involves Batman tapping into people's phones, which are shown across a map of Gotham city in order to find The Joker. This reflects the patriot act passed by George Bush which allowed the government to monitor people's messages and phonecalls in order to find terrorists / prevent terrorism.

~~The~~ ^{The Patriot act} recieved a negative response at the time, as it breached people's privacy.

~~The movie has an ambiguous response to the U.S. government~~ It makes audiences wonder who the real

"bad guy" is: Batman (The U.S.) or the Joker (terrorism).

[*As the U.S.'s response to terrorism shifted, so did the themes and storylines of superhero films]

Iron Man (2008) ~~included~~ includes a plot with a large focus on terrorism and arms trade. The opening scene includes Tony Stark held hostage by terrorists while ^{being} beaten. This is another example of a film influenced by the 'war on terror' following 9/11.

*

We have seen the storylines and themes of superhero films evolve from "good defeating evil (representing the U.S. defeating terrorism) and emphasizing unity and feeling safe, to a more critical and ambiguous approach to how America responded to 9/11 and the following war on terror.

Imagery seen in films of the superhero genre has also evolved over time. In the closing shot of Spiderman (2002) we see Spiderman on top of the Empire State building, with a large American flag behind him, with golden light shining down. To American audiences, this is an image of hope and patriotism, which is emphasized as the film was released not long after 9/11,* and acts as a reminder not to fear terrorism. * (but was in production before + after 9/11, so it was likely this was added in post 9/11). In Batman Begins (2005), Bruce's parents being shot dead could be symbolism for 9/11. His

father tells Bruce: "Don't be afraid". This message is likely directed at American audiences, to not fear terrorism. Wayne Manor burning down and partially collapsing may also be symbolism for the ~~the~~ twin towers. In the first 'Avengers' (2012, Joss Whedon) film, we see ~~do~~ scenes of destruction across New York City, with buildings collapsing. This time, destruction is across a much larger scale than earlier superhero films such as Spiderman, where destruction of New York was not seen. Audiences are ^{now} much less sensitive to seeing these scenes than ~~at the~~ earlier on. ~~we have imagery and scenes~~ Imagery in superhero films have evolved from symbols of hope and patriotism, ~~reassuring~~ re-assuring audiences that terrorism shouldn't be feared, and that they are safe. ~~we~~ More recent films show explicit scenes of destruction across a city-wide scale, as audiences are less sensitive to seeing these images.

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

QUESTION
NUMBER

~~Superhero~~

The superhero genre has evolved after 9/11, as we have seen a massive increase in popularity and frequency of releases. It has evolved into one of today's most popular film genres. We have seen themes, story and imagery evolve from good defeating evil and patriotism to more darker themes and more critical of the U.S.'s response to terrorism.

High Achievement exemplar for Media Studies 91493 2015			Total score	4
Q	Grade score	Annotation		
5	A4	<p>The candidate provides a detailed explanation of the relationship between the media genre and society, and includes relevant, supporting details from media texts throughout the essay.</p> <p>To achieve a higher grade, the candidate needed to include a description of earlier 'superhero' films to better demonstrate how the genre had evolved over a longer period of time, which may have provided better opportunity to analyse the impact of the evolution on the genre or the intended society. The focus of the essay was post- 9/11, which limited the scope of the discussion.</p>		