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3

91493



914930



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD
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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.

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Low
Merit

TOTAL

5

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: Film NoirSociety: American Society 1940'sStatement number: 3*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:elements
& themes1940's
1940's
1940'sThe **impact** of this relationship on your chosen media genre and/or society:

Chiaroscuro

◦ Grave the
truth of
SocietyThe **wider significance** of this relationship:ambiguous
ambiguous

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:

"Art enables us to find ourselves and lose ourselves at the same time" - Thomas Merton. Film Noir is a classic genre/style that is often updated and re-emerges as it faces ^{audiences} society with the ^{struggles} ~~harsh~~ truth that is present in society. One difference between Noir and straight forward crime films is that Noir is more open to human flaws and likes to embed them in twisty plot lines." - Roger Ebert. Film Noir entertains people by taking the audiences real emotions, experiences and flaws and portray that through the film to give the audience a sense of realism, ~~truth~~ ~~and~~ makes it easy for them to relate to the film, and ~~is~~ shows the audience the truth about society.

Film Noir was first coined by French film critic Nino Frank in 1944. ~~Frank noticed the trend of how dark, downbeat and black~~ It translates into 'black film'. Frank noticed the trend of how dark, downbeat and black the look and themes were in majority of American thriller/detective films during the time period of 1940-53. Such as 'Double Indemnity' directed by Billy Wilder in 1944 and 'The Maltese Falcon' directed by John Huston in 1941. During the time period when Film Noir was most popular society at the time was overcoming political, economical and societal issues and so Noir films reflected

the real problems and emotions that the audience was feeling. Loss of innocence, bleakness, paranoia and tension are all evident reflecting the cold war period. Film noir became known for its unique camera angles, using harsh contrast between light and dark (Chiaroscuro) and its dark themes. These elements of film noir comes from the influence of German Expressionism. German Expressionism refers back to an Expressionist movement in Germany before the first world war. This was part of the larger expressionist movement in European culture, in fields such as dance, painting, sculpture and cinema. German Expressionists films included unique camera angles, atmospheric lighting, harsh contrast between light and dark and shadows and silhouettes were an important ^{feature} ~~part~~ of German Expressionism. Film noir was shot in black and white and usually on a low budget meaning they would have to work with ^{little} or no set so very often directors would ^{have to} ~~have~~ shoot on location. But because the typical ^{of film noir} setting [↑] was set in the gritty, urban underground working with little set made it seem more realistic.

As well as being famous for its cinematography and use of mise en scene film noir also became well known for introducing characters that hadn't been seen in Hollywood films before. Firstly the flawed male protagonist. Film noir almost always had a lead male playing as a detective who although uncovers people who break the laws he will do whatever it takes to close the case even ~~if~~ it means breaking laws himself. The flawed male or anti hero is usually tough, conflicted,

a heavy drinker with ambiguous morals. He usually lacks the traits of honesty, integrity and sympathy to those who are involved in the situation he is faced with. The reason why this type of character worked well in film noir films and during this time was because it was these heroes that ~~were~~ ~~no~~ became more relatable. When men returned home from fighting in WWII the stereotypical hero was too unrelatable due to good, honest men having to kill and witness murders when fighting in the war. It was better to have a hero that ~~was~~ struggled with human flaws, had a hard past but did what he could to help the people that needed him. This character was portrayed perfectly in the Film Noir classic 'The Maltese Falcon'. The anti hero 'Sam Spade' played by Humphrey Bogart was a hardboiled detective with ambiguous morals who did whatever he had to, to solve the mystery of The Maltese Falcon. During this case Sam Spade's ~~loses his partner~~ partner gets killed and we see the lack of sympathy that the anti hero has. When turning the murder into the police he says "when a man's partner is killed he has to do something about it", showing little care or emotion for his partner. As the audience we naturally identify the flawed male as the hero of the film even though he has opposite traits to the typical hero, but through this character film noir showed society the reflection of the men who returned from war as many were struggling with their past.

The female of the film that leads with the ~~fl~~ flawed male is better known as the devious femme fatale. A femme fatale is a very beautiful, seductive character that uses her looks and sexual charm to lead the male protagonist into dangerous situations to ~~but~~ achieve better for herself. In all film noir movies the femme fatale is used to reflect ~~society's~~ → ~~societies~~ fears of female empowerment. While men were away fighting in WWII it was up to the women to continue their roles as mothers and homemakers but ~~later~~ also take on working jobs ~~so~~ that the men would do to supply for the industries. After the men returned it was assumed that they would take back their roles and everything would go back to the way it was but many ^{women} resisted as suddenly there was a need for women to work and society changed making jobs available to women. It was viewed that if women gained too much power then they would have more control over men and that could be dangerous. This was shown in Billy Wilder's 'Double Indemnity'. The femme fatale was played by Barbara Stanwyck. Her character used her sexual charm to manipulate the lead male played by Fred McMurray. She made him fall in love with her and convinced him to kill her husband so she would receive the insurance money. At the ~~end~~ ^{start} of the film McMurray's character said "I killed him for money and a woman, I didn't get the money and I didn't get the woman. Pretty isn't?" The femme fatale put the lead male through hell and ~~dropped~~ left him when she got

her way. This is the typical attitude of Film Noir's femme fatale.

~~During the late fifties film noir was no longer in demand causing an obsolete in the genre. The disappearance behind this disappearance come down to society not needing to see the harsh, gritty truth behind the issues~~

During the years ~~196~~ 1934-68, Hollywood film-makers had to follow the 'motion Picture Production Code', better known as 'The Hays Code'. The Hays Code was a set of censorship rules that had to be followed when creating their films as this system dictated ~~was~~ what was acceptable to be shown in films. The code stated that you weren't allowed to show violence, criminal activity, sexual ^{acts} ~~behavior~~ and stopped films from showing governments and laws being ridiculed. This proved to be an issue for film Noir as their story line was based around a crime that had been committed, it included sexual behavior acted usually by the femme fatale and because of the influence of German Expressionism which would make a point on the German Government it was often that noir directors would want to touch on the subject of government. So directors and film-makers created unique ways to get their stories and views across ~~the~~ to the audience.

During the late fifties ~~for the~~ film Noir was no longer

in demand causing an obsolete in the genre. The reason behind the disappearance of film Noir comes down to society not needing the harsh, gritty truth behind the issues or events that was occurring in society. This was because years after the war ended society began to improve and so the dark themes and elements were no longer relevant to that time period. During the 70's film critics began using the term Neo Noir meaning new black. Neo Noir is a style that prominently uses elements of film Noir ^{but} with updated themes, techniques, visual elements and technology. The reason for Neo Noir's appearance is because again ~~reality~~ society was faced with a harsh reality and people craved to see the truth in their society and in ^{the} issues that were occurring. During the time when Neo Noir first appeared was during the time of the Vietnam War, the civil rights movement and when many other societal changes were taking place so Neo Noir provided audiences with the truth about their society just as film Noir did in the 1940's. An example of a classic, well known Neo Noir film is 'Blade Runner' directed by Ridley Scott in 1983. 'Blade Runner' maintained the same classic dark elements, chiaroscuro lighting, ~~and~~ criminal storyline and style of characters like in the film Noir genre but the style was applied to a sci-fi genre and because the Hays Code was no longer in use we see more violence, sexual behavior, the topic of government and criminal activity as the new set of rules gave directors more freedom when creating their films.

In conclusion film Noir reflects on society and tells

Extra space if required.

Write the question number(s) if applicable.

QUESTION
NUMBER

Audiences the truth about society and the genre will continue to do just that as it is updated and re-emerges as Neo Noir. Film Noir will always be in demand as when society is undergoing economical, political and societal issues people feel the need to see the real issues and truth in the films they see. When Noir is no longer relevant due to the improvement in society it disappears but it will always re-emerge when society needs it to as it is one of the few genres that shows the audience the truth ~~behind~~ about their society.

Low Merit exemplar for Media Studies 91493 2015			Total score	5
Q	Grade score	Annotation		
3	M5	<p>The candidate provides a detailed explanation of the relationship between the chosen media genre of film noir and American society, using relevant, specific supporting details from a range of film noir texts. The candidate also provides some analysis of the impact of this relationship on the media genre, specifically the cycle of popularity of noir films by discussing the reasons why noir faded in popularity to the reasons for its re-emergence in the form of neo-noir.</p> <p>To achieve a higher grade, the candidate needed to be more explicit in the explanation of the impact of the relationship (the aspects identified) on the media genre and/or the society for whom it was intended.</p>		

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**High
Merit**

TOTAL

6

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8. The boundaries between genre are often blurred.

Media genre: SlasherSociety: America (1960/1984/1996).Statement number: 7

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: Baroque

Psycho (1960)
 social / sexual revolution
 - Beginning of hippy era.
 Death of Kennedy → rebellion against social implications.
 Sexism, racism etc.

A NIGHTMARE ON ELM STREET (1984)
 refinement.
 Mid Reagan Era.
 - traditional return
 ↳ loss of Vietnam War & Iran hostage.

Scream (1996)
 Postmodern era.
 ↳ social commentary
 unisex name
 Sidney.
 "Sex = Death."

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

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.

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Slasher genre is a subgenre of horror, maintaining particular conventions such as gore, a masked killer and a First/Final girl, that make it distinctive. The boom of ^{the} slasher genre corresponds with social implications, where the films explore traditional and as well as unconventional values that relate to the time period, but at times also contradict the era's values, especially concerning gender roles. The values, both traditional and unconventional teach viewers the ~~sex~~ social history via the change and development of these values presented. Both Psycho (1960), A Nightmare on Elm St (1984) and Scream (1996) present different values that ~~also~~ corresponds with the society of the time period, when comparing and analyse, ~~the~~ social the films that portray different values teach us the evolution of these social values via the social history background. By comparing the evolution of values shown in these different slasher films, we can see that the genre itself, teaches the audience of the social history and present values of that time era.

1960 was the year that the first 'experimental phase' slasher film was produced and released by ~~the~~ Alfred Hitchcock, Psycho. ~~the~~ Marion Crane is automatically sexualised in the first film shot, where the camera resembles the 'male gaze' via establishing through her apartment window while getting dressed. This matches traditional expectations/values of this

time period as gender values ~~rights~~ were uneven in comparison to men and women. Psycho explores both traditional and unconventional values in the film, that corresponds with the social history of the 1960s. Traditional values that are explored are Marion desperately wanting to marry her boyfriend, to make their sexual activity 'acceptable' and traditional. However, this is contradicted with Marion presenting masculine roles, where she leaves her job and steals money, although her motives are for a traditional reason, ~~her~~ her actions go against these. In the 1960s, there was known as the social/sexual revolution, ~~and~~ where society was entering a 'hippy' phase. This is expressed not only through the contradictory of Marion's actions to show a 'do what you want' nature, but shown through the convention of the 'First Girl'. Typically, the first girl is heavily sexualised to give her death as reasonable and deserving. Sex was said to equal death, as it goes against social morals. When Psycho was made, the rating system was under the Hays code, where sexual activity or images was highly against the rules of film. Although, ~~Hitchcock~~ Hitchcock was the first to battle against these rules of no image of pornography of any sort to be shown, as this mirrors the social history of the social/sexual revolution. This is highly shown in the most famous scene, the shower murder. After the first initial sexualising of Marion via the 'male gaze' technique, this scene took sexualisation to the barrier of the Hays code rules. ~~The~~ The murder weapon of a knife, is used to represent a 'phallic symbol', therefore with a naked woman in a shower, only shown from the

the shoulders and above, it is stabbed to death by a man and a phallic knife, this scene ~~echoes~~ ^{echoes} the Hays Code to the extreme, again, matching the social history of the social/sexual revolution that arose due to the death of Kennedy. ~~and~~ As Psycho was the experimental phase, these conventions were made in place specifically by this film. As the film created an extreme hype to the audience, the Hays Code eliminated the wants and needs, therefore was replaced to the MPAA rating system in 1968. By ~~analysing~~ ^{analysing} this first film, it is clear that the values of the time period, ~~reflect~~ ^{reflect} into the film & via the conventions of the first girl and the weapon, as well as the values represented in the narrative. These elements are corresponding to the time period, and therefore create a visual of the social history that is taught via the genre.

The boom period of slasher films, correspond with the social implications of the social history of the time period. As the first significant slasher film, Psycho, created the format of a typical slasher genre film, future films needed to follow these made expectations. A Nightmare on Elm Street was a slasher film made later in 1984 by Wes Craven. This film ~~fit~~ ^{fits} into the refinement phase of the genre evolution ~~the~~ 'steps', as it heavily uses the slasher conventions in its own particular way. Tina, the first girl, is also heavily sexualised, shown to have had sex with her boyfriend at the beginning of the film. As an expectation of sex = death created by the slasher genre, it was an expectation by the audience.

that she was to be murdered for her unconventional actions. In comparison to *Scream*, the phallic symbols were also heavily important, with Freddy containing fingers of knives, not just one simple knife like in *Psycho*. Gore was highly explored, with Tina's death shown to be her being ripped apart and bleeding extreme, as well as Laurie's boyfriend being 'swallowed' by his bed, where a 'cloud of blood' was splattered everywhere. *The Nightmare on Elm Street* had a high goal in portraying extreme death for having sex. Craven created a high emphasis on punishment for sex, as well as on traditional values. Laurie was the final girl in terms of the media conventions. She was the purist of all the characters in the film, which rewarded her with survival against Freddy, which was high emphasis on the traditional values. However, Laurie was significantly the most feminist character, sticking highly to a female role, in comparison to Marion in *Psycho*. When Laurie fought back against Freddy, rather than gaining masculinity via a phallic weapon to use against him, she instead found 'book traps' to eliminate him instead. Toward the final segment of the film, Laurie performs a significant move, turning away from Freddy's 'male gaze', robbing him of his masculinity and power. These significant changes and refinements of the slasher genre in *A Nightmare on Elm Street* is another example of how the social history of the time period is reflected and corresponding towards the film. With the new film rating system caused by the

experimental of slasher genre via Psycho, A nightmare was able to explore this new desire of gore and death that the audience wanted. But why would the audience want to see this level of gore? In the time period of the film, this was known to be in the middle of the Reagan Era. Youth were transitioning out of rebellion and back into traditional values, while also desiring violence as an aesthetic. While the film was made, American society was needing a gain in importance and a backlash due to the loss in the Vietnam war and Iran hostage. The society of the era were converting out of the hippy phase, and back into strong traditional values, hence the extreme emphasis of gore as a punishment for betraying these values. Laurie was shown to be highly traditional as a final girl, maintaining an extreme sense of responsibility for not having any sexual encounter with her boyfriend, as well as maintaining her female role. ~~the femininity of the character~~ reflects the society's need for. Again, with the refinement of the genre (vention of the first and final girl), as well as the extreme gore emphasis, the genre in this case again traces vs the social history of the Reagan Era that was reflected in the film.

Lastly, the slasher genre reached the baroque phase in 1996 with the film Scream, directed by Wes Craven, the same director as A Nightmare on Elm Street. The baroque phase is where the audience is seeking a change in

the genre, where *Scream* acts as a parody for the slasher genre. ~~The~~ The values in *Scream* are much different to any other, with uneven gender roles and a backlash at traditional values involving sex, the film was more about entertainment which mirrored the social history of the time period. A famous quote from the film said by ^{one of} the killers, Billy, was identifying that ~~that~~ "Sex equals death", a ~~very~~ significant element of the slasher genre. However, that was not the case in *Scream*. Sidney, in comparison to *A Nightmare on Elm St*, was a much different final girl, compelling against the expected and traditional aspects. Sidney, unlike the other final girls, had a ~~unisex~~ ^{unisex} name, making her gender fluid in context. She also expressed this non specific gender aspect in her actions. Throughout the film, Sidney maintained her virgin status, till towards the end she has sex with one of the killers, her boyfriend. Traditionally, this action would result in death, however she survived till the end, and contributed towards the defeat of the killers. Not only was this a significant shift in the traditional element, but the killer weapon convention was also 'misused' in *Scream*. While the male killer used a knife, a traditional ^{phallic} weapon, Sidney was shown to ~~start~~ ^{use} an umbrella against the killers. The umbrella not only slows a dramatic change in gender role, having Sidney use a phallic weapon, treating her with masculinity, the extreme use of a 'giant phallic weapon' was highly significant in the emphasis of the fluidity of gender roles in the

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

QUESTION
NUMBER

film. Wes Craven described youth to be "messed up", reflecting in his work. With his earlier piece, *A Nightmare on Elm Street*, that explored higher traditional values in terms of gender and sex, to a film that does the opposite, the "messed up" nature of youth was reflected in the unconventional values that are far from traditional. *Scream* was made and produced in the post modern era, where more rights and freedom was expressed in society. This was then reflected in the slasher genre film, *Scream*, and when ~~compared~~ compared to other films, shows a dramatic change in social values over the time periods.

The genre, Slasher, enables the audience to learn about the social history of the time period it was released as society is reflected in the film, especially in terms of the genre conventions. The Slasher genre is evolved due to the changes in history. Social history provides slasher films to have a foundation to form and allow them to meet the audience's expectations and needs in terms of their values reflected by social events in history. Therefore, the slasher genre in fact teaches the audience of social history as it is formed based on it. Social history reflects in slasher genre film to match ~~was~~ the audience's views and values to meet audience's desires.

Extra space if required.

Write the question number(s) if applicable.

ASSESSOR'S
USE ONLY

QUESTION
NUMBER

Therefore, the boom period of slasher genre films correspond with the social history events as not only are they influenced by the history/social events, but are made to watch to achieve audience satisfaction in terms of their traditional and unconversative value.

High Merit exemplar for Media Studies 91493 2015			Total score	6
Q	Grade score	Annotation		
7	M6	<p>The candidate provides a detailed explanation of the relationship between the chosen media genre of slasher films and American society, using relevant, specific supporting details from a range of slasher films and other sources. The candidate also provides a detailed analysis of the impact of this relationship on the media genre. The candidate specifically examines the cycle of evolution of the slasher film and the reasons underpinning each phase of this evolution, plus the impact of shifting gender roles on the conventions within slasher films and how these aspects of genre provide a method through which we can examine social history.</p> <p>To achieve a higher grade, the candidate needed to structure a more cohesive argument, and evaluate the impact of this relationship on the genre or the intended society, by drawing valid conclusions about the wider significance of genre as a lens through which we can examine social history.</p>		