

No part of the candidate evidence in this exemplar material may be presented in an external assessment for the purpose of gaining credits towards an NCEA qualification.

3

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
Excellence

TOTAL

7

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: SlasherSociety: 1960, 1978 and 1996 - American SocietyStatement number: 7

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

PLANNINGExplanation of the **relationship** between your chosen media genre and society:1960 - moving away from 50's conservatism into desire for a new way of living - 'psycho' ~~changed~~ reflects society
→ And art1978 - Halloween - moving out of hippy ideals of pacifism & back traditional values - ~~the~~ Second wave feminist movements1996 - Scream - reflects youth culture being more ~~and~~ saturated by media. Postmodern reality.The **impact** of this relationship on your chosen media genre and/or society:Psycho - occurred prior to the civil rights movements and at the heart of the counter culture. In a way kicked off ~~the~~ or pushed the transition from conservatism to new way of living.Halloween - The gleeful, graphic violence of slasher could be seen as the outrage ~~and~~ of losing war.
- Backlash against feminist movements - misogynistic?Scream - Reflecting youth culture. ~~But~~ Different from other slashers in that it reflects the postmodern of media reality of the teen target audience than reality itself.The **wider significance** of this relationship:Psycho, 1960 - "Orson Gleiburn quote
- use of conventions - Final girl (Marion)
- Breaking Hays code rulesHalloween 1978 - Vera Dika argues
- Siskel and Ebert - misogynistic ~~and~~ film
- Carol Clorer - contradicting S&E saying film is woman empoweringScream 1996 - Playing on conventions
- Critique of Final girl

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 slasher genre is a sub-genre of horror that is often repetitive in its conventions and moral values. Slashers will typically revolve around a group of youths who are killed one by one by a psycho killer. This psycho killer will generally be masked and use unconventional, phallic weapons to kill their victims. The films will nearly always contain what is called the 'first girl' and the 'final girl'. The slasher genre works to ~~reflect~~ teach us the truth about American history by using ambiguous and sometimes contradicting moral values and views. In this essay I will discuss the ways in which the truth about American history is taught through the films 'Psycho' 1960, 'Halloween' 1978 and 'Scream' 1996 and the ways they reflected this history, pushed the boundaries of what could be shown in film and revolutionised cinema.

'Psycho' is a film made and directed by visionary director 'Alfred Hitchcock' in 1960². Like all genres, the slasher genre has gone through many phases to get to where it now stands and according to Focillon's genre progression model, Psycho marks the experimental phase. ~~This film came out in the transition~~ Psycho ^{teaches} reflects the truth of 1960 American

history by reflecting the issues and fears of ^{this} ~~the~~ period ~~society at the time~~ as well as universal issues and fears that transcend time. This film came out during a transitional phase ~~of~~ from the conservatism of the 1950's and prior to the civil rights movements of the 1960s. The counter culture movements were at ^{its} heart, a loss of faith in traditional values ^{transitioning to} ~~and~~ the desire for a new way of living. "The film came out in an atmosphere of dark and stifling 50's conformity. Norman Bates' Knife was the primal force in tearing the repressive 50's blandness, just as potent as Elvis". ^{This} quote from Owen Gleiburn expresses the way in which the truth of this 'conformity' and 'blandness' of the '50s was taught through the film or 'Norman Bates' Knife'. Psycho was proven transgressive through its use ~~of~~ and invention of conventions. The 1960 film introduced conventions such as the phallic weapon, the terrible place, the first girl and the final girl. The first and final girl worked to express both conservatism and tradition yet also expressing transgression and subversive elements at the same time. Marion Crane plays the final girl in Psycho, ~~and~~ ^{Marion} ~~Crane~~ is having an illicit affair with a married man (Sam) who fails to fulfill the role as breadwinner, pushing Marion to steal the money they need in order to get married therefore taking the lead role in the relationship. Patriarchy has been critiqued and Sam has failed in his traditional role of masculinity, showing transgression in the traditional female role.

Although, conservative morality wins in the end when Marion is killed. This could be seen as a way of 'punishing' her for her criminal actions, leaving the thought in whether or not this is a misogynistic film ~~or~~ and perhaps genre? The film came out just before the second wave feminist movement started pushing for equal rights and this may prove to be evidence that in a way, ~~this~~ ^{this} reflects the film. The scene where Marion Crane is murdered is iconic, known as the 'shower scene', ~~which is iconic~~ it works as one of the elements in which changed the cinema going ~~exp~~ experience forever, and marking the beginning of the end of the Hays Code (rules governing American filmmaking). Through Hitchcock's use of editing, he was able to get through the Hays Code rules by doing 90+ cuts in a 45 second duration which implied sexual violence of a naked woman being brutally stabbed by a phallic knife, without being explicit. The final girl is Lila Crane. ~~Marion's sister~~ ^{She} plays the more investigative role who is ~~morally stable~~ ^{primarily} ~~unlike her morally unstable sister~~ 'allowed' to live due to her morally upright self, unlike her morally inferior sister who was 'punished'. Patriarchy is ~~reversed~~ revived when Sam steps in as hero to save this physically weak final girl from the killer (Norman Bates) at the 'terrible place' at the very end of the film. This final girl scene works as ~~a~~ traditional for cinema at the time due to the fact that Lila was

saved, viewing her as 'unable' to protect herself.

~~Regard~~ Hitchcock has created a revolutionary film ~~and~~ that taught us about ~~the~~ 1960 American history by reflecting the transition of conservatism by ~~breaking~~ pushing the boundaries. Although, this film was also proven conservative and traditional at times through gender identification. The slasher genre was ^{now} established.

'Halloween' was directed by 'John Carpenter' in 1978 and works as the classic phase of Focillon's genre progression model. This film ~~was~~ was also a template in terms of conventions of a slasher film, ~~by~~ ~~through~~ due to its financial success. It played on and developed the already established conventions such as the phallic weapon, ~~the~~ terrible place and first and final girl as well as creating new conventions that have been used ^{most} ~~in~~ ^{most} in 'slasher' films since*. Vera Dika argued that ~~during~~ this craze of slasher films (70s and 80s) coincided with America's transition away from the hippy ideals of pacifism, free love and "doing your own thing", and ~~into~~ into a return of traditional views (The Reagan Era) and this is why the film expresses mixed moral values. Critics Siskel and Ebert believed that the slasher genre was "some kind of primordial response by some very sick people" in relation to the misogynistic elements of the genre. An example could be that it was a male backlash against the feminist movements, fighting for equal rights (vote, the pill). The

*such as the group of friends and the POV opening shot

genre did many misogynistic views expressed through the idea that was expressed through the women killed. It gives the idea that if you drink, smoke, are sexually active and happy to do your own thing you are punished, this is shown through ~~an~~ the character Annie. She is a sexually active girl who prior to her death, tells her boyfriend (Bob) to go get her a beer. Bob is impaled by the phallic ~~knife~~ ^{a man or as} knife perhaps for failing to fulfill the role as hero as some does in Psycho. The sexual elements in this film are now much more explicit due to the fact that the Hays Code ~~is gone~~ has been replaced by the MPAA rating system, introducing the slasher element of explicit sexualized violence. An example of this is when Laurie mistakes Annie's death throes for sexual passion. Laurie is the final girl due to her conformity of the traditional female role at the time. She does not share the same interests in partying and ~~hang~~ ^{and her surviving} of boys as her friends do leaving them getting killed. Halloween created this new image or ^{in the} template for the final girl. Carol Clover thought of the final girl as a way to show society that woman can take care of themselves, contradicting Siskel and Ebert's ideas on misogyny. Halloween teaches us about social history in this film mainly through the idea of the gleeful, graphic violence shown in this film and as well as other slashers during this time, was ~~an~~ let out of the rage towards losing the Vietnam war. The loss and guilt of losing this war along with the Iran hostage crisis, left Americans feeling weak as a nation.

Through Halloween's use of new conventions ~~and~~ and elements, ~~the slasher genre set a new template to~~ ~~of which~~ reflected American society at the time, ~~and the slasher genre~~ the slasher genre had now been developed into a classic as many films post Halloween, used this template.

'Scream' is a 1996 ~~film~~ slasher film directed by Wes Craven and is the Baroque phase of Focillon's model and a reinvigoration of the slasher genre.

~~Scream doesn't exactly reflect~~ Scream doesn't exactly reflect society, it's reflects the youth culture ~~of who~~ had become more and more saturated by the media. The postmodern reality at the time was that media had become a big part of the lives of those living in the ~~the~~ '90s. Scream was different from the golden periods of the slasher genre ~~in the~~ (70s and 80s) in that it reflects postmodern or 'media reality' of the teen target audience rather than reality itself.

Postmodern examples in scream are ~~seen~~ at the beginning where there is discussion about scary movies, and then ~~the~~ it turns into one. Another example was ~~when~~ while watching Halloween, Randy is stating the 'rules' of a slasher film. ~~A~~ critique is made in the final girl (Sidney) when she 'breaks' the rule of Sex = Death. This ~~reflects~~ teaches us about the entrenchment of feminist ideals also shown in other '90s films such as 'Thelma and Louise', a feminist take on The Road movie genre.

~~Like all postmodern films, Scream plays with the conventions of the genre.~~

Extra space if required.

Write the question number(s) if applicable.

QUESTION
NUMBERASSESS
USE ON

~~They are not just movies~~ Like all postmodern films, *Scream* plays on the conventions of the genre by drawing attention to itself as a constructed text by subverting them in unusual ways. ~~subverts the~~ ~~genre~~ Take the phallic weapon as an example. While Billy and ~~Stuart~~ ~~are~~ (the killers) are stabbing each other there is a very homophobic subtext and ~~with~~ with the final girl's phallic appropriation, taken to the extreme by even putting her in the ~~'ghost face'~~ ~~'ghost face'~~ 'ghost face' mask. Craven wanted to reflect the youth culture being saturated or consumed by the media, and Billy's quote, "movies don't make psychos, they make ~~prop~~ psychos more creative!", works to ~~create~~ teach us that ~~damn~~ these teenage killers had 'seen one too many movies' (as Sidney puts it), and this is what drove them to insanity. The character, Gail Weathers ~~who~~ is ~~also~~ ^{determined} a reporter ~~who~~ ^{that} does not mind exploiting the graphic violence for her own professional gain. This ~~was~~ was a ~~direct~~ reflection of the OJ Simpson trial in 1994-95 and taught the audience of ~~the~~ *Scream* ^{about} the reporters' actions during that time. *Scream* shows the idea that violence has become a spectacle that we only see ~~in~~ in the paper or on T.V. Craven brought back the slasher genre from a downfall ~~and managed~~ ~~to~~ by making it a postmodern genre and reflecting ways in which the youth culture had

Extra space if required.

Write the question number(s) if applicable.

ASSESSOR'S
USE ONLYQUESTION
NUMBER

become consumed by media

Overall, the slasher genre is a genre that has been developed through many different stages of American history. Psycho in 1960 was an experimental film that succeeded to push boundaries of social ideals ~~and~~ and views. It taught us through the final girl ~~and~~ in the way that she rebels, the shift from the conservative 50s blandness. Halloween in 1978 marked the classic phase and developed the genre conventions immensely. The genre was ^{thought of as} ~~was~~ misogynistic. It teaches us about ^{the} American social history of the outrage from losing the war through ^{gender} its gore. Scream on the other hand came out in 1996 and was ~~aired~~ a postmodern film reflecting the youth culture and media reality of the teen audience. Shown through the way Craven changed and critiqued conventions like the final girl and ~~well~~ of the killers dialogue.

Low Excellence exemplar for Media Studies 91493 2015			Total score	7
Q	Grade score	Annotation		
7	E7	<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. The candidate also structured a cohesive argument that showed moments of insight about the wider significance of the slasher genre as a lens to allow us to examine aspects of social history.</p> <p>To achieve a higher grade, the candidate needed to use more genre theory to frame and support the argument throughout.</p>		