See back cover for an English translation of this cover

2

91248M

912485

SUPERVISOR'S USE ONLY

NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

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

Mātauranga Pāpāho, Kaupae 2, 2017

91248M Te whakaatu māramatanga ki te hononga i waenga i tētahi hua pāpāho me tana apataki

9.30 i te ata o te Rāmere, te 10 o Whiringa-ā-rangi, 2017
Ngā whiwhinga: E toru

Paetae	Kaiaka	Kairangi
Te whakaatu māramatanga ki te hononga i waenga i tētahi hua pāpāho me tana apataki.	Te whakaatu i te hōhonu o te māramatanga ki te hononga i waenga i tētahi hua pāpāho me tana apataki.	Te whakaatu i te matatau ki te hononga i waenga i tētahi hua pāpāho me tana apataki.

Tirohia mēnā e rite ana te Tau Ākonga ā-Motu (NSN) kei runga i tō puka whakauru ki te tau kei runga i tēnei whārangi.

Me tuhi koe i tētahi tuhinga roa e hāngai ana ki TĒTAHI o ngā whakapuakanga e ono kei roto i tēnei pukapuka.

Mēnā ka hiahia whārangi atu anō mō ō tuhinga, whakamahia ngā whārangi wātea kei muri o tēnei pukapuka.

Tirohia mēnā e tika ana te raupapatanga o ngā whārangi 2–23 kei roto i tēnei pukapuka, ka mutu, kāore tētahi o aua whārangi i te takoto kau.

HOATU TE PUKAPUKA NEI KI TE KAIWHAKAHAERE HEI TE MUTUNGA O TE WHAKAMĀTAUTAU.

TE TAPEKE

MĀ TE KAIMĀKA ANAKE

© Mana Tohu Mātauranga o Aotearoa, 2017. Pūmau ana te mana.
Kāore e whakaaetia ana kia tāruahia tētahi paku wāhanga o tēnei pukapuka ki te kore te Mana Tohu Mātauranga e mātua whakaae.

NGĀ TOHUTOHU

Kōwhiria TĒTAHI **hua pāpāho** me tana **apataki**.

Tuhia he tuhinga roa e matapaki ana i te **hononga** i waenga i te hua pāpāho i kōwhiria ai e koe me tana apataki, mā te urupare ki TĒTAHI o ngā whakapuakanga kei raro nei.

Whakamahia te whārangi 3 hei tautohu i te hua pāpāho i kōwhiria ai e koe, i te apataki, i te tau o te whakapuakanga i kōwhiria ai, hei whakamahere hoki i tō tuhinga roa.

Tīmataria tō tuhinga roa ki te whārangi 6.

NGĀ WHAKAPUAKANGA (Kōwhiria TĒTAHI)

E hāngai ana ngā whakapuakanga kei raro nei ki ētahi o ngā hononga tērā pea ka puta, i waenga i tētahi hua pāpāho me tana apataki.

1. He mea nui ki te kaihautū te hononga i waenga i tētahi hua pāpāho me tana apataki.

2. Ko te huarahi e aro ai tētahi apataki ki tētahi hua pāpāho ka noho hei tūāpapa mō te hononga whai take.

3. Ko te hiahiatia o tētahi hua pāpāho ka hāngai ki te momo apataki.

4. He mea nui te mōhiotanga o te kaihautū pāpāho ki te apataki, hei whakarite i te hononga ki tētahi hua pāpāho.

5. Ko te kanorau tētahi mea nui hei whakaaro mā te kaihautū pāpāho nōna ka whakarite i tētahi hononga ki te apataki o tāna hua.

6. E mārama ana ngā kaihautū pāpāho, he mea nui te pāhopori i te hononga o tētahi hua pāpāho ki te apataki.

MĀ TE KAIMĀKA ANAKE

Te hua pāpāho: _____

Te apataki: _____

_____

Te tau o te whakapuakanga: ☐

TE WHAKAMAHERE (HE KŌWHIRINGA)

Te whakaahuatanga o te apataki o te hua pāpāho i kōwhiria ai e koe:

Te whakaahuatanga o te hononga i kōwhiria ai:

Te huarahi, te take rānei, ko aua āhuatanga e rua rānei, e honoa ai e tēnei hononga te hua pāpāho i kōwhiria ai e koe me tana apataki:

Ko tētahi putanga o te hononga i waenga i te hua pāpāho i kōwhiria ai e koe me tana apataki:

INSTRUCTIONS

Choose ONE **media product** and its **audience**.

Write an essay discussing the **relationship** between your chosen media product and its audience, by responding to ONE of the statements below.

Use page 5 to identify your chosen media product, its audience, your chosen statement number, and to plan your essay.

Begin your essay on page 7.

STATEMENTS (Choose ONE)

The statements below relate to some of the possible relationships between a media product and its audience.

1. The connection between a media product and its audience is important to the producer.

2. What engages an audience with a media product forms the basis of a successful relationship.

3. The appeal of a media product relates to who the target audience is.

4. The knowledge a media producer has of an audience is important in creating a relationship with a media product.

5. Diversity is an important consideration for media producers when creating a relationship with their product's audience.

6. Media producers understand that social media is important in the relationship with the audience of a media product.

ASSESSOR'S USE ONLY

Media product:

Audience:

Statement number:

PLANNING (OPTIONAL)

Description of your chosen media product's audience:

Description of the chosen relationship:

How and / or why this relationship connects your chosen media product and its audience:

A consequence of the relationship between your chosen media product and its audience:

MĀ TE KAIMĀKA ANAKE

Ko te nui o ngā kupu e tūtohungia ana mō tō tuhinga roa, ko te 900 kupu. He whakahirahira ake te kounga o ō tuhinga i te roa o tō tuhinga roa.

Tautokona ō matapakitanga ki ētahi **taipitopito** rānei mai i ngā tuhinga pāpāho, ki ngā **taunakitanga** rānei mai i ētahi atu puna, ki ēnei mea e rua rānei.

Tīmataria tō tuhinga roa ki konei:

ASSESSOR'S USE ONLY

The suggested maximum for your essay is 900 words. The quality of your writing is more important than the length of your essay.

Support your discussion with **detail** from media text(s) and / or **evidence** from other sources.

Begin your essay here:

MĀ TE KAIMĀKA ANAKE

ASSESSOR'S USE ONLY

MĀ TE KAIMĀKA ANAKE

ASSESSOR'S USE ONLY

MĀ TE KAIMĀKA ANAKE

ASSESSOR'S USE ONLY

MĀ TE KAIMĀKA ANAKE

ASSESSOR'S USE ONLY

MĀ TE KAIMĀKA ANAKE

ASSESSOR'S USE ONLY

MĀ TE KAIMĀKA ANAKE

ASSESSOR'S USE ONLY

MĀ TE KAIMĀKA ANAKE

ASSESSOR'S USE ONLY

He whārangi anō ki te hiahiatia.
Tuhia te tau whakapuakanga mēnā e hāngai ana.

TE TAU O TE WHAKA-PUAKANGA

MĀ TE KAIMĀKA ANAKE

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

STATEMENT NUMBER

ASSESSOR'S USE ONLY

English translation of the wording on the front cover

Level 2 Media Studies, 2017

91248 Demonstrate understanding of the relationship between a media product and its audience

9.30 a.m. Friday 10 November 2017
Credits: Three

91248M

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of the relationship between a media product and its audience.	Demonstrate in-depth understanding of the relationship between a media product and its audience.	Demonstrate critical understanding of the relationship between a media product and its audience.

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 six 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 2–23 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.