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# 2

91248



912480



NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD  
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## 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

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 2–12 in the correct order and that none of these pages is blank.

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**Low  
Merit**

**TOTAL**

**5**

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**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 3 to identify your chosen media product, its audience, your chosen statement number, and to plan your essay.

Begin your essay on page 4.

**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.

Media product: *NZTA Adverts*

Audience: *16-30 year old males*

Statement number: 1

### PLANNING (OPTIONAL)

Description of your chosen media product's audience:

*16-30 year old males*

Description of the chosen relationship:

*Relatableness*

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

*Appeals to them*

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

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.

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Begin your essay here:

The NZTA is a crown entity tasked with maintaining safe and efficient road use in New Zealand, and have a target audience of 16-30 year old males. I agree with the statement that the connection between a media product and its audience is important to the producer as this is demonstrated in the ads Ghost Chips, Thoughts, and Hello.

Before the NZTA can go about trying to create a connection between a media product and its audience, the NZTA must first work out who it's trying to connect with. The way in which the NZTA do this is by looking at police crash data which the police get from actually going to crashes and looking at things like the people involved, e.g. race, age, gender or speed or even model of car. Once the police have gathered this data they will then combine it together and form the annual report which then gets given to the NZTA which they then analyse further until they find the target demographic that they are looking for. Now that the NZTA has found their target audience they can work on trying to connect with them. One way they do this is through appealing to them. One example of an appeal that the NZTA uses often is relatable scenarios which features in the ad "Ghost Chips". The way in which the NZTA use the relatable scenario in Ghost Chips is through the scenario in ghost chips is that Shawn (the main actor) is at



a party with his mates which is a fairly relatable situation that someone from the target audience would have been in. Another example of relatable scenarios would have to be in the ad "Hello" in which the ad features various people driving in cars when their phones get a notification. <sup>This</sup> ~~there~~ is a situation where not only the target audience would have been in but also nearly everyone <sup>from the population</sup> ~~even has~~ too. In regards to why a relatable scenario is used, it's because when a member of the target audience sees this ad and they recognise the situation that one of the actors is in they may be able to in some respects "step into their shoes". As a result of this because the ad feels "personalised" the target audience member will be more receptive of the ad and as a result there is a guaranteed higher chance that they ~~target audience~~ will be more receptive of NZTA's various messages. Another appeal the NZTA has started to ~~use~~ <sup>ad</sup> more recently is humour. One example of an NZTA <sup>ad</sup> that features humour would have to be "Thoughts". In Thoughts, there are 2 high people in a car driving and one of the characters is thinking about some fairly funny stuff such as "draining the xanx" and about how "the ship wrecks could be used as kids playgrounds". This is "fairly" funny commentary as it's quite weird. Another example of humour in a NZTA ad would have to be in the ad "Hello". The example of humour in this ad would probably have to be the drivers reactions synced to the song "Hello". In regards to why humour is used it's used because when NZTA's target audience are 16-30 year old males it means that they are at an age when they still know



how to have a laugh and as a result it means that <sup>"kind" of</sup> this humour will work better on them, and if this humour works it means that it's likely they will "tune in" / be more receptive of NZTA's various messages because of the fact that they could have a laugh at the ad. Now that the NZTA have managed to create a connection with their target audience <sup>through their ads</sup> it means that in the future the NZTA (The media producer) will know that they already have some what of a relationship with their target audience of 16-30 year old males and thus won't have to start making a connection from scratch which is important for them.

Now that the NZTA has managed to create a relationship with their target audience they can then focus on distributing their message to the target audience. <sup>medium</sup> One way that the NZTA do this is <sup>live</sup> through <sup>is on</sup> social media <sup>platforms</sup> sites like such as Facebook <sup>youtube</sup> and Twitter. The way in which the NZTA use their Facebook to distribute their message is by posting their traffic safety ads as well as various other road related content. The reason why the NZTA use social media sites like Facebook is because they know that a large amount of their target audience use these sites and as a result it means that there is a higher chance that someone from the target audience will see the message and thus because of this there is a higher chance that they will be receptive of the NZTA's various messages. Another method / <sup>giving</sup> medium that the NZTA use is by ~~posting~~ anti drink driving beer mats to places like bars. The reason they do this is so that it almost <sup>head</sup> ~~dead~~ on because if someone is at a bar and is preparing to drive home drunk then they see the



beer marketing cautioning them not to then there is a higher chance that ~~because~~ <sup>they</sup> the advertising / message is very "in your face" that ~~you~~ <sup>they</sup> won't drink and drive thus achieving NZTA goal.

Now that the NZTA have managed to use different mediums to distribute their message they will now want to know whether or not the ads have been successful. One way the NZTA can do this is by checking the road toll to see whether or not it has ~~increased~~ decreased or not. Another method that they could potentially use to see whether or not the ad has resonated with the target audience is by checking online with things like people posting on social media or making memes about the ad. This method of measuring successfulness of the ads is quite good because the road toll doesn't really account for kids that can't drive yet but if you leave a lasting impression on them and then <sup>doing something such as</sup> the NZTA see them <sup>on a platform like</sup> posting about the advertisement <sup>facebook</sup> then they know they've made an impact on people not even allowed to drink.

In conclusion I agree with the statement that the connection between the media product and the target audience is important to the media producer and this connection with the audience <sup>of 16-30 year old males</sup> is made through the ads (Ghost chips, Thought), and Hats.











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

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STATEMENT  
NUMBER

91248



## Annotated Exemplar

### Merit exemplar 2017

<b>Subject:</b>	<b>Media Studies</b>	<b>Standard:</b>	<b>91248</b>	<b>Total score:</b>	<b>05</b>
<b>Q</b>	<b>Annotation</b>				
1	<p>The candidate demonstrates in-depth understanding of the relationship identified in the chosen statement through some explanation of the connection.</p> <p>The evidence provided supports in-depth understanding through explanation and evidence that demonstrates the candidate's own thinking, rather than rote-learned evidence and discussion points.</p>				

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High  
Merit

TOTAL

6

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

Media product: Aroha Bridge

Audience: 13-18 year old Māori (primary), mixed urban families, New Zealanders.

Statement number: 4

### PLANNING (OPTIONAL)

Description of your chosen media product's audience:

13-18 year old Māori

- gadgeteers

- want for Māori within media

- according to 2003 Māori language ~~strategy~~ strategy

Description of the chosen relationship:

AB fulfills this want

- distribution ~~is~~ through technology

- all characters speak Māori at some point

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:

- success for AB

- helps needs of primary audience

- combats stereotypes ~~for~~ for Pakeha.



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.

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Begin your essay here:

The 2016 ~~the~~ New Zealand webseries Aroha Bridge is a good example of how the knowledge a media producer has about their audience ~~can be used to~~ is important for a relationship between their audience <sup>musical</sup> and their media product to form. Aroha Bridge is about aspiring mixed race twins Kowhai and Monty Hook trying to balance their amateur band Hook Ups with their crazy family. It was partially funded by NZ on Air, and ~~its~~ its primary audience is 13-18 year old Māori. Its eventual success was due to their media producers' understanding of their audience, such as their likeliness of being a 'gadgeteer' and wanting Māori ~~to~~ spoken in a media product, which resulted in a positive relationship between the media producer and the audience, as well as ~~an~~ increased awareness and normalisation of modern Māori culture.

The ~~the~~ way that Aroha Bridge's producer and creator, Coco Solid aka Jessica Hansell, formed a relationship between the media product and its targetted audience of 13-18 year old Māori, was by understanding them <sup>and their</sup> wants for a media product. According to the 2003 Māori Language Strategy, 1 in 4 Māori aged 13-18 are considered 'gadgeteers.' This means they have an exposure and an interest in new and upcoming technology; ~~as well as~~ The Language Strategy also stated that they "possessed an appetite," for ~~the~~ Te Reo within media products.



Aroha Bridge addressed both of these wants. ~~The way that they~~ Aroha Bridge was initially only released on Facebook and YouTube, aka social media platforms, which are considered by the strategy as upcoming technology - so, what the target audience are more likely to use over TV, therefore increasing Aroha Bridge's chances of successful distribution. ~~At~~ Jessica Hansell also targeted Aroha Bridge's other target audiences, other New Zealanders with urban or middle class backgrounds, through later releasing the product on national TV, which once again helped distribution. Its popularity on both platforms led to Aroha Bridge being renewed for another series, by NZ on Air.

The 13-18 year old Māori audience's wants were also targeted through usage of Te Reo in the show. All of the main characters ~~use Māori~~ speak Te Reo at ~~some~~ some point throughout the series. ~~This isn't~~ ~~No subtitles are placed over~~ This is treated as nothing out of the ordinary, and ~~something~~ is seamless within the show. This results in fulfilling the primary ~~the~~ audience's wants, and also promotes and normalises everyday usage of Te Reo ~~for~~ for all New Zealanders.

Normalisation is one of the key results from the casual usage of Te Reo, and representation of ~~Māori~~ modern Māori culture. For 13-18 year old Māori, they see themselves represented on screen, both their language and culture, which in itself then strengthens the relationship between them and the media product. Jessica Hansell's knowledge about the wants of her media product's audience were important



into making this relationship happen. The normalisation of their culture for the audience also helps them to feel a sense of belonging and unity. Even for Pakeha the representation is positive - they get insight into everyday Māori culture, ~~and~~ which aids understanding and normalisation of something previously considered 'different.' ~~They~~ Due to the links to urban and middle class New Zealand culture they also see themselves represented, and can see connection between themselves and this other culture. This reduces stigma and stereotypes that many Pakeha hold for Māori culture, such as thinking of it as a ~~more ancient~~ culture from the past as opposed to one still growing and thriving today. This particular stereotype is addressed in the ~~the~~ season 2 episode 3: Plastic Māori. Kowhai and Monty's ~~cousin~~ famous cousin Angeline tells the media that all Māori love "living in the past," and tells Kowhai and Monty that their own music isn't Māori enough. By the end of the episode, after to trying to make their music "more Māori," they decide that it already was. This episode can help aid the understanding for all New Zealanders, ~~and~~ it is a result of Aroha Bridge's producers understanding their audience's need for this message.

Jessica Hansell's knowledge surrounding her media product Aroha Bridge's audience ~~is the direct~~ proved to be very important while creating a relationship with both 13-18 year old Māori, and urban ~~and~~ and middle class New Zealanders. Through understanding



their primary audience's high rates of being 'gadgeteers' and possessing a want for media to include Te Reo, ~~this~~<sup>the</sup> relationship has proven very strong. This meant the success of Aroha Bridge, including wide distribution and a renewal <sup>& funding</sup> ~~by~~ from NZ on Air. They also combatted stereotypes often held by their secondary targeted audience surrounding Māori culture, and set to rectify these. They also normalised Māori language for both audiences, all through using knowledge available to them to ~~the~~ understand their audiences and strengthen their relationships.

M6











Extra space if required.  
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ASSESSOR'S  
USE ONLY

STATEMENT  
NUMBER

91248

## Annotated Exemplar

### Merit exemplar 2017

<b>Subject:</b>	<b>Media Studies</b>	<b>Standard:</b>	<b>91248</b>	<b>Total score:</b>	<b>06</b>
<b>Q</b>	<b>Annotation</b>				
4	<p>The candidate demonstrates in-depth understanding of the relationship identified in the chosen statement through detailed explanation of the connection.</p> <p>The evidence provided supports in-depth understanding through explanation and evidence that demonstrates the candidate's own thinking, rather than rote-learned evidence and discussion points.</p>				