

See back cover for an English translation of this cover

2

91248M



912485



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

Tohua tēnei pouaka mēnā
KĀORE koe i tuhituhi i
roto i tēnei pukapuka

Mātauranga Pāpāho, Kaupae 2, 2021

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

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 ā-kura e hāngai ana ki TĒTAHI o ngā whakapuakanga e whā 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 2–19 kei roto i tēnei pukapuka, ka mutu, kāore tētahi o aua whārangi i te takoto kau.

Kaua e tuhi i ngā wāhanga e kitea ai te kauruku whakahāngai (✂). Ka tapahia pea taua wāhanga i te wā e mākahia ana te pukapuka.

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

NGĀ TOHUTOHU

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

Tuhia tētahi tuhinga ā-kura mā te whakamahi i TĒTAHI o ngā whakapuakanga kei raro nei hei mātai i te **hononga** i waenga i te hua pāpāho i kōwhiria ai e koe me tana apataki; me tētahi putanga o taua hononga.

NGĀ WHAKAPUAKANGA (Kōwhiria TĒTAHI)

1. Ka ārahi te urupare a te apataki i ngā panonitanga o te hua pāpāho.
2. Ka whakamahi taipitopito te kaihautū pāpāho e pā ana ki te apataki hei ārahi i tana waihanga i te hua pāpāho.
3. Me pai ngā apataki kanorau ki te hua pāpāho.
4. Me eke te whakatairanga, te tuaritanga hoki/rānei o tētahi hua pāpāho ki te nui o te pīrangitia ōna e te apataki.

INSTRUCTIONS

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

Write an essay using ONE of the statements below to examine the **relationship** between your chosen media product and its audience, and a consequence of this relationship.

STATEMENTS (Choose ONE)

1. Audience response shapes the way a media product evolves.
2. Media producers use information about an audience to create a media product.
3. A media product must appeal to a diverse audience.
4. The marketing and/or distribution of a media product has to meet audience demand.

Te hua pāpāho: _____

Te apataki: _____

Te tau o te whakapuakanga:

TE WHAKAMAHERE

Media product: _____

Audience: _____

Statement number:

PLANNING

Me whai koe ki te tuhi i tētahi tuhinga mārama, kāore e nui atu ana i te 4–5 whārangi. He whakahirahira ake te kounga o ō tuhinga, tēnā i te roa o tō tuhinga ā-kura.

Me **urupare kau koe ki te whakapuakanga i kōwhiria ai e koe i te roanga ake** o tō tuhinga ā-kura, me tautoko hoki i ō matapakitanga ki te **taunaki** mai i (t)ētahi tuhinga pāpāho, mai i ētahi atu mātāpuna hoki/rānei, tae noa atu pea ki ōu ake wheako pāpāho.

Me whai koe ki te tuhi i tētahi tuhinga mārama, kāore e nui atu ana i te 4–5 whārangi. He whakahirahira ake te kounga o ō tuhinga, tēnā i te roa o tō tuhinga ā-kura.

Me **urupare kau koe ki te whakapuakanga i kōwhiria ai e koe i te roanga ake** o tō tuhinga ā-kura, me tautoko hoki i ō matapakitanga ki te **taunaki** mai i (t)ētahi tuhinga pāpāho, mai i ētahi atu mātāpuna hoki/rānei, tae noa atu pea ki ōu ake wheako pāpāho.

Make sure you **respond only to your chosen statement** *throughout* your essay, and support your discussion with **evidence** from media text(s) and/or other sources, which may include your own production experience.

**He whārangi anō ki te hiahiaia.
Tuhia te tau tūmahi mēnā e hāngai ana.**

TE TAU
TŪMAHI

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

QUESTION
NUMBER

**He whārangi anō ki te hiahiaia.
Tuhia te tau tūmahi mēnā e hāngai ana.**

TE TAU
TŪMAHI

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

QUESTION
NUMBER

English translation of the wording on the front cover

Level 2 Media Studies 2021

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

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 four 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 2–19 in the correct order and that none of these pages is blank.

Do not write in any cross-hatched area (▨). This area may be cut off when the booklet is marked.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.