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Level 2 Media Studies, 2016

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

9.30 a.m. Tuesday 29 November 2016
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 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 2–12 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.

TOTAL

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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. Knowing its audience is essential for a media producer.

2. Cultural factors play an important role in shaping audience response.

3. Content is the heart of the relationship between a media product and its audience.

4. Emotional engagement is an essential technique for a media producer to create a relationship with its audience.

5. Profit has the greatest influence on a media product.

6. The Internet has allowed the audience to have more control over their relationship with a media product.

7. Data shapes product.

8. Social media plays an important role in developing a relationship between a media product and its audience.

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Media product:

Audience:

Statement number:

PLANNING (OPTIONAL)

Description of your chosen media product's **audience**:

Description of ONE **aspect** of the relationship:

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

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

The suggested maximum for your essay is 800 words (6–7 pages). 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:

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

QUESTION NUMBER

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QUESTION NUMBER

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