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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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SUPERVISOR'S USE ONLY

## 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.

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

**Low  
Achievement**

**TOTAL**

**3**

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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: Haukoā by Philly Kingsford-Brown

Audience: The community of Ōtaki, aged 5+ to 100+.

Statement number:

5

### PLANNING (OPTIONAL)

Description of your chosen media product's audience:

Originally I made the film for the community of Ōtaki, ranging from 5 year olds to +100 year olds, but as more people out of Ōtaki ~~begin~~ watched it, it became apparent that the film I made was for everyone.

Description of the chosen relationship:

- Everyone
- all genders
- All ages
- All religions
- All races

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

In the film there are various interviews that took place between various different people all of different race, gender, religion etc. This meant that everyone who watched the film could relate to at least one of the people in the film.

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

A consequence is the feel good factor that the audience feels when watching the film. From past experience, ~~then~~ when watching other happy people be happy, it makes ME feel happy. This has an amazing affect on the audience and lets them walk away feeling good.



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:

Diversity is an important consideration for media producers when creating a relationship with their product's audience. New Zealand is a very diverse country, which means when a media producer produces an item of media, it must cater to all its audience whether it be age, religion, gender, ethnicity etc. This is why documentaries are very important in our society. They share stories and problems without disrespecting anyone. In this essay I will be making 3 points the first being that Documentary Style films have built a name for themselves, the second being documentaries use real people, problems and stories and lastly that the media producer needs to know his story. I will be relating these three points to my documentary film 'Harikoa' which I filmed, produced and studied. I will also explain the importance of diversity consideration in relation to documentary style films.

The first point I will be making is that Documentary Style films have built a name for themselves in which the audience grows expectations that each documentary style film should reach.

These expectations could consist of ; being relatable, stimulates the emotions of the audience and also has a storyline. When I made Hāwea, I had a storyline in mind. I wanted to go around the town of Ōtaki, and ask people what made them happy. ~~Thus~~ Once I had conducted the interviews ~~than~~ the idea came to mind that the wellbeing of a community is ~~its~~ people, if the people are happy and healthy ~~the~~ community will thrive. ~~Thus~~ When I told people that this is what my film was about, their expectation to be happy when watching the film increased. This is why diversity is really important, happiness ~~can~~ can come in many different shapes and forms which is shown in the movie, this ~~is~~ establishes a really strong relationship in between the media product and its audience.

The second point I am going to make is that Documentaries use real people, stories and problems. This is what could make the film diverse or the same as any other documentary which has already been released. This is also what engages the audience to either love or hate the film. Because Hāwea is a diverse film that uses people of all ethnicity's, ages, genders and religions, it shows the audience that I believe everyone's thoughts and stories are valid. Not only can this statement relate



to everyone, but because of all the diverse people in the movie, the audience could easily relate to thoughts, people, tones etc. This is very important to the media producer as it makes everyone feel included and also strengthens the relationship in between the media product and its audience.

The final point I will be making is that the media producer needs to know exactly what the story is and also how it works. If this wasn't the case, some facts included in the film could be incorrect which could disrespect members of the audience. This would cause a snag in the relationship in between the media product and its audience. Harikoa started off with one idea which was 'I want to ask people what makes them happy'. I then went to interview various people. All the interviews in the film create the storyline. If one of the interviews did contain ~~out of~~ disrespectful content, I would erase the entire interview. This made sure that I knew exactly what was in my film, and knew it wouldn't hurt anyone.

To conclude, diversity is very important when making films as it creates something that everyone can relate to and

enjoy. Without it, the film would be a failure and the relationship in between the media product and its audience would be non-existent.













Extra space if required.

Write the statement number(s) if applicable.

ASSESSOR'S  
USE ONLYSTATEMENT  
NUMBERIDEA PLANNING

"Diversity is an important ~~relationship~~ consideration for media producers when creating a relationship with the product's audience".

1. ~~Through~~ Documentary style films have built a new for themselves in which the audience grows expectations that each documentary style film should reach. These expectations ~~(mentioned)~~ could consist of, being relatable, stimulates the emotions of the audience and also has a good story line.

2. Documentaries ~~you~~ use real people, stories and problems. This what could make the film diverse or the same as any other documentary which has already been released. This is also what engages the audience to either hate or love them film.

3. The media producer needs to know exactly what the story is and how it works. If this wasn't the case, some facts of the film could be incorrect which could harm one of the audience members. This would cause a snag in the relationship between the media product and it's audience.

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## Annotated Exemplar

### Achievement exemplar 2017

<b>Subject:</b>	<b>Media Studies</b>	<b>Standard:</b>	<b>91248</b>	<b>Total score:</b>	<b>03</b>
<b>Q</b>	<b>Annotation</b>				
<b>5</b>	<p>The candidate demonstrates understanding of the relationship between a clearly identified and described audience and product.</p> <p>Understanding is demonstrated through the chosen statement.</p> <p>The description and evidence provided demonstrate the candidate's own understanding.</p>				

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**High  
Achievement**

**TOTAL**

**4**

ASSESSOR'S USE ONLY



**INSTRUCTIONS**

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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: Aroha Bridge 2016

Audience: 18-25 13-18 & 18-25

Statement number: 3

#### PLANNING (OPTIONAL)

Description of your chosen media product's audience:

13-18 & 18-25 urban middle class Māori.  
New Zealanders.

Description of the chosen relationship:

Aroha Bridge creates content that relates  
to the audience and their nationality.

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:

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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USE ONLY

Begin your essay here:

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

Aroha Bridge is a webseries, released in Māori Language Week in 2016. The show consists of two seasons, ~~the~~ the first season was originally called Hook ups, but due to issues when people searched it, ~~the~~ the name was changed to Aroha Bridge. It is produced by Piki Productions and directed by Jessica Hansel. The primary target audience is 13-18 and 18-25 year old Urban Māori families.

Aroha Bridge follows a band called Hook Ups, ~~two~~ a set of twins trying to make a music career. The appeal of Aroha Bridge is mostly how relatable the characters are portrayed. The characters show a number of different Māori/ New Zealand stereotypes that the audience can relate to and see in their own family.

\* Page 6



The primary target audience is a generation that is majorly based on social media. Aroha Bridge uses this and uses Facebook as a platform to communicate with the audience. They post things like episode sneak peeks and fanart. Comments are often people tagging friends and saying how much they love Aroha Bridge and how relatable the content is. This creates an appeal for the show and relates to the targeted audience.

The aim of Aroha Bridge is to normalise the Māori language. Through relating to the primary audience and creating the appeal to the Urban Māori audience, this is a possible implication. Aroha Bridge is airing on Māori television in 2018, this is a step towards its goal of language normalisation and helps relate to the chosen audience.

Aroha Bridge is funded by NZ on Air, one of NZ on Air's principles is "We fund content that relates and tells the stories of our people". This shows that the appeal of the show is ~~majority~~ majorly related to the target

audience and people of New Zealand.

\* Characters like ~~the father is~~ 'Dad' Mary, who is ex-military and denies his own Māori culture allow the audience to relate their own families to these stereotypes.

The appeal of the Māori culture and relations to the people of New Zealand are what connect the audience to Arsha Bridge and create the relationship between the media product and the audience.













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

ASSESSOR'S  
USE ONLY

STATEMENT  
NUMBER

91248



## Annotated Exemplar

### Achievement exemplar 2017

<b>Subject:</b>	<b>Media Studies</b>	<b>Standard:</b>	<b>91248</b>	<b>Total score:</b>	<b>04</b>
<b>Q</b>	<b>Annotation</b>				
3	<p>The candidate demonstrates understanding of the relationship between a clearly identified and described audience and product.</p> <p>Understanding is demonstrated through the chosen statement and provides a detailed description of the relationship.</p> <p>The description and evidence provided demonstrate the candidate's own understanding.</p>				