

91248



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

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SUPERVISOR'S USE ONLY

Level 2 Media Studies, 2012

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

9.30 am Wednesday 21 November 2012

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 a response to the question 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 2–11 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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You are advised to spend 60 minutes writing your response in this booklet.

MEDIA PRODUCT AND AUDIENCE

The **relationship** between a media product and its audience typically involves the connections between such features as:

- design
- production
- distribution
- marketing and consumption of the product
- identification, profiling, and targeting of the audience.

QUESTION

Discuss an **aspect** of the **relationship** between a media product and its audience.

INSTRUCTIONS

Choose ONE **media product** and its **audience** that you have studied.

Write a response, discussing an **aspect** of the **relationship** between your chosen media product and its audience.

Your discussion of an aspect of the relationship should include:

- a description of the **aspect**
- an explanation of how and/or why this aspect **creates** OR **affects** the relationship
- an examination of the **implication(s)/effect(s)** of the relationship for the media product, its audience, OR wider society
- **supporting evidence** from media text(s) and/or other sources.

Use page 3 to identify your chosen media product, its audience, and aspect, and to plan your response.

Begin your written response on page 4.

PLANNING

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Media product: _____

Audience: _____

Tick at least ONE of the following to consider in your discussion:

- | | |
|--------------------------|---|
| <input type="checkbox"/> | The identification and/or measurement of a media audience. |
| <input type="checkbox"/> | The targeting of a media audience. |
| <input type="checkbox"/> | Another element of the relationship such as economic, historical, social/political, artistic, cultural, or legal considerations. |

Note: Responses made in this space may be used as evidence for assessment.

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

How and/or why this aspect(s) **creates** OR **affects** the relationship:

Implication(s)/effect(s) of the relationship for the media product, its audience, OR wider society:

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