

91251



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

2

SUPERVISOR'S USE ONLY

Level 2 Media Studies, 2012

91251 Demonstrate understanding of an aspect of a media genre

9.30 am Wednesday 21 November 2012

Credits: Four

| Achievement | Achievement with Merit | Achievement with Excellence |
|--|---|---|
| Demonstrate understanding of an aspect of a media genre. | Demonstrate in-depth understanding of an aspect of a media genre. | Demonstrate critical understanding of an aspect of a media genre. |

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

ASSESSOR'S USE ONLY

You are advised to spend 60 minutes writing your response in this booklet.

ASPECT OF A MEDIA GENRE

Media genres are groups of media texts sharing common features.

QUESTION

Discuss an **aspect** of a **media genre**.

INSTRUCTIONS

Choose ONE aspect of a **media genre** that you have studied.

Write a response, discussing the aspect of your chosen media genre.

Your discussion should include:

- a description of the **aspect**
- an explanation of how and/or why the aspect **functions in**, OR has an **impact** on your chosen media genre
- an examination of the possible **implication(s)/effect(s)** of the aspect for the media genre, its audience, other media, OR society
- **supporting evidence** from at least TWO media texts and/or other sources.

Use page 3 to identify your chosen media genre and aspect, and to plan your response.

Begin your written response on page 4.

PLANNING

Media genre: _____

Tick ONE **aspect** you will consider in your discussion:

A **change** in the genre (eg development of sub-genre, changes in the use of features).

Audience expectation and/or **response** to the genre.

A **commercial consideration** for the genre.

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

Description of the **aspect** of your chosen media genre:

How and/or why the aspect **functions in**, OR has an **impact** on your chosen media genre:

Possible **implication(s) / effect(s)** of the aspect for the media genre, its audience, other media, OR society:

91251