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NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

Level 2 Media Studies, 2013

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

9.30 am Wednesday 20 November 2013
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 2–10 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 one hour writing a response to the question in this booklet.

QUESTION

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

INSTRUCTIONS

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

Select at least ONE of the **aspects** on page 3 and use this in your discussion of the **relationship** between your chosen media product and its audience.

In your discussion:

- describe the **relationship** between the media product and its audience
- explain how and / or why the media product and its audience are **connected**
- examine a **consequence** of the relationship
- include supporting details from media text(s) and / or evidence from other sources.

Use page 3 to write your chosen media product, its audience, and your chosen aspect(s), and to plan your response.

Begin your response on page 4.

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Media product: _____

Audience: _____

_____

Tick at least ONE of the following **aspects** of the relationship between your chosen media product and its audience to consider in your discussion:

- ☐ The **identification** and / or **measurement** of a media audience.
- ☐ The **targeting** of a media audience.
- ☐ **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.

PLANNING

Description of the **relationship**:

How and / or why this relationship **connects** the media product and its audience:

A **consequence** of the relationship:

Begin your written response here, discussing the **relationship** between a media product and its audience:

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

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