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NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

3

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Level 3 Media Studies, 2013

91490 Demonstrate understanding of an aspect of a media industry

2.00 pm Wednesday 27 November 2013
Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of an aspect of a media industry.	Demonstrate in-depth understanding of an aspect of a media industry.	Demonstrate perceptive understanding of an aspect of a media industry.

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 four options 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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You are advised to spend one hour writing an essay on your chosen option in this booklet.

INSTRUCTIONS

Choose ONE **media industry** that you have studied.

Write an essay discussing **an aspect of your chosen media industry**, by responding to ONE of the options below.

OPTIONS (Choose ONE)

1. Technological / digital developments are changing media industries.

2. Economic factors are a significant control on any media industry.

3. Audiences shape media industries.

4. Organisational structures are a key factor in any media industry.

In your essay:

- explain how and / or why the aspect **operates** in the media industry
- explain the **impact** of the aspect on the industry and / or society
- evaluate the impact on the industry and / or society
- include at least TWO **specific and detailed examples** from your chosen industry to support your discussion.

You may respond by **agreeing** OR **disagreeing** with the point of view of your chosen option, OR by considering **both** of the points of view of your chosen option.

Use page 3 to write your chosen media industry and option number, and to plan your response.

Begin your essay on page 4.

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Media industry: _____

Option number: ☐

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

PLANNING

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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