

91248



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

2

SUPERVISOR'S USE ONLY

Level 2 Media Studies, 2014

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

9.30 am Thursday 20 November 2014

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 statement 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

ASSESSOR'S USE ONLY

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.

In your discussion:

- describe ONE **aspect** of the relationship
- explain how and/or why this aspect **connects** the media product and its audience
- examine a **consequence** of this relationship
- include **supporting detail** from media text(s) and/or evidence from other sources.

Use page 3 to write 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. A product for everyone rarely reaches much of anyone.

Discuss the relationship that is developed when your chosen media product targets its audience.

2. Good marketers measure.

Discuss the ways in which your chosen media product is shaped using audience measurement.

3. New marketing is about the relationships, not the medium.

Discuss the ways in which a relationship is created and maintained between your chosen media product and its audience.

4. Consumers now have a voice.

Discuss the impact of the audience on the design, production, and/or distribution of your chosen media product.

Media product: _____

Audience: _____

Statement number:

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

PLANNING

Description of your chosen media product's **audience**:

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

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

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

