

91248



NEW ZEALAND QUALIFICATIONS AUTHORITY
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SUPERVISOR'S USE ONLY

Level 2 Media Studies, 2015

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

2.00 p.m. Monday 16 November 2015
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 of the six statements or quotations 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 or quotations 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 or quotation number, and to plan your essay.

Begin your essay on page 4.

STATEMENTS / QUOTATIONS (Choose ONE)

The statements and quotations below relate to some of the possible relationships between a media product and its audience.

1. The most successful media products create a relationship with their audience.
Discuss, in relation to a media product you have studied.
2. Audience measurement is important for the success of a media product.
Discuss, in relation to a media product you have studied.
3. New media have changed the game.
Discuss the ways the Internet has changed the relationship between product and audience.
4. Appealing to media audiences is all about pushing the boundaries.
Discuss, in relation to a media product you have studied.
5. 'The consumer rules.'
Discuss the importance of audience response for a media product you have studied.
6. 'There's a sucker born every minute.'
Discuss how media products shape audience response.

Media product: _____

Audience: _____

Statement/quotation 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:

