

91248



NEW ZEALAND QUALIFICATIONS AUTHORITY
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2

SUPERVISOR'S USE ONLY

Level 2 Media Studies, 2017

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

9.30 a.m. Friday 10 November 2017
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 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.

Use page 3 to identify 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. The connection between a media product and its audience is important to the producer.
2. What engages an audience with a media product forms the basis of a successful relationship.
3. The appeal of a media product relates to who the target audience is.
4. The knowledge a media producer has of an audience is important in creating a relationship with a media product.
5. Diversity is an important consideration for media producers when creating a relationship with their product's audience.
6. Media producers understand that social media is important in the relationship with the audience of a media product.

Media product: _____

Audience: _____

Statement number:

PLANNING (OPTIONAL)

Description of your chosen media product's audience:

Description of the chosen relationship:

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

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

