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QUALIFY FOR THE FUTURE WORLD
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Level 2 Media Studies, 2018

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

2.00 p.m. Monday 12 November 2018
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

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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 design of a media product reflects the relationship with its target audience.

2. How people access and / or consume a media product can determine the relationship with its audience.

3. Social media is essential in the relationship between a media product and its audience.

4. When producing a media product, the producer needs to understand the target audience.

5. Marketing forms the foundation of the relationship between a media product and its audience.

6. In creating a relationship with a media product's audience, the producer needs to consider more than the age of the target audience.

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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:

You should aim to write a concise essay of no more than 7–8 pages (or about 900 words) in length. The quality of your writing is more important than the length of your essay.

Support your discussion with **evidence** from media text(s) and / or other sources.

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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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