See back cover for an English translation of this cover

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91248M

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NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD
KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

SUPERVISOR'S USE ONLY

Mātauranga Pāpāho, Kaupae 2, 2018

91248M Te whakaatu māramatanga ki te hononga i waenga i tētahi hua pāpāho me tana apataki

2.00 i te ahiahi o te Rāhina, te 12 o Whiringa-ā-rangi, 2018
Ngā whiwhinga: E toru

Paetae	Kaiaka	Kairangi
Te whakaatu māramatanga ki te hononga i waenga i tētahi hua pāpāho me tana apataki.	Te whakaatu i te hōhonu o te māramatanga ki te hononga i waenga i tētahi hua pāpāho me tana apataki.	Te whakaatu i te matatau ki te hononga i waenga i tētahi hua pāpāho me tana apataki.

Tirohia mēnā e rite ana te Tau Ākonga ā-Motu (NSN) kei runga i tō puka whakauru ki te tau kei runga i tēnei whārangi.

Me tuhi koe i tētahi tuhinga roa e hāngai ana ki TĒTAHI o ngā whakapuakanga e ono kei roto i tēnei pukapuka.

Mēnā ka hiahia whārangi atu anō mō ō tuhinga, whakamahia ngā whārangi wātea kei muri o tēnei pukapuka.

Tirohia mēnā e tika ana te raupapatanga o ngā whārangi 2–23 kei roto i tēnei pukapuka, ka mutu, kāore tētahi o aua whārangi i te takoto kau.

HOATU TE PUKAPUKA NEI KI TE KAIWHAKAHAERE HEI TE MUTUNGA O TE WHAKAMĀTAUTAU.

TE TAPEKE

MĀ TE KAIMĀKA ANAKE

© Mana Tohu Mātauranga o Aotearoa, 2018. Pūmau ana te mana.
Kāore e whakaaetia ana kia tāruahia tētahi paku wāhanga o tēnei pukapuka ki te kore te Mana Tohu Mātauranga e mātua whakaae.

NGĀ TOHUTOHU

Kōwhiria TĒTAHI **hua pāpāho** me tana **apataki**.

Tuhia he tuhinga roa e matapaki ana i te **hononga** i waenga i te hua pāpāho i kōwhiria ai e koe me tana apataki, mā te urupare ki TĒTAHI o ngā whakapuakanga kei raro nei.

Whakamahia te whārangi 3 hei tautohu i te hua pāpāho i kōwhiria ai e koe, i tōna apataki, i te tau o te whakapuakanga i kōwhiria ai, hei whakamahere hoki i tō tuhinga roa.

Tīmataria tō tuhinga roa ki te whārangi 6.

NGĀ WHAKAPUAKANGA (Kōwhiria TĒTAHI)

E hāngai ana ngā whakapuakanga kei raro nei ki ētahi o ngā hononga tērā pea ka puta, i waenga i tētahi hua pāpāho me tana apataki.

1. Whakaaturia ai e te waihanganga o te hua pāpāho tōna hononga ki tana apataki e whāia ana.

2. Mā te āhua o tā te tangata toro ki te hua pāpāho, o tā te tangata rongo rānei i te hua pāpāho e tohu, i ētahi wā, te hononga ki te apataki o taua hua pāpāho.

3. Mātua ana te pāho pāpori i te hononga i waenga i tētahi hua pāpāho me tana apataki.

4. Nō te kaihautū e whakaputa ana i tētahi hua pāpāho, me mārama ia ki te apataki e whāia ana.

5. Ka noho te tauhokohoko hei tūāpapa mō te hononga i waenga i tētahi hua pāpāho me tana apataki.

6. Nō te kaihautū e whakarite ana i tētahi hononga ki te apataki o tētahi hua pāpāho, me mātua whakaaro ia ki ngā āhuatanga i tua atu i te pakeketanga noa iho o te apataki e whāia ana.

MĀ TE KAIMĀKA ANAKE

Te hua pāpāho: _____

Te apataki: _____

_____

Te tau o te whakapuakanga: ☐

TE WHAKAMAHERE (HE KŌWHIRINGA)

Te whakaahuatanga o te apataki o te hua pāpāho i kōwhiria ai e koe:

Te whakaahuatanga o te hononga i kōwhiria ai:

Te huarahi, te take rānei, ko aua āhuatanga e rua rānei, e honoa ai e tēnei hononga te hua pāpāho i kōwhiria ai e koe me tana apataki:

Ko tētahi putanga o te hononga i waenga i te hua pāpāho i kōwhiria ai e koe me tana apataki:

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 5 to identify your chosen media product, its audience, your chosen statement number, and to plan your essay.

Begin your essay on page 7.

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.

ASSESSOR'S USE ONLY

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:

MĀ TE KAIMĀKA ANAKE

Me whai koe ki te tuhi i tētahi tuhinga mārama, kāore e nui ake ana i te 7 ki te 8 whārangi (ko tōna 900 kupu rānei) te roa. He whakahirahira ake te kounga o ō tuhinga i te roa o tō tuhinga roa.

Tautokona ō matapakitanga ki ētahi **taunakitanga** mai i ngā tuhinga pāpāho rānei, mai i ētahi atu puna rānei, mai i ēnei mea e rua rānei.

Tīmataria tō tuhinga roa ki konei:

ASSESSOR'S USE ONLY

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.

Begin your essay here:

MĀ TE KAIMĀKA ANAKE

ASSESSOR'S USE ONLY

MĀ TE KAIMĀKA ANAKE

ASSESSOR'S USE ONLY

MĀ TE KAIMĀKA ANAKE

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MĀ TE KAIMĀKA ANAKE

ASSESSOR'S USE ONLY

MĀ TE KAIMĀKA ANAKE

ASSESSOR'S USE ONLY

He whārangi anō ki te hiahiatia.
Tuhia te tau tūmahi mēnā e hāngai ana.

TE TAU TŪMAHI

MĀ TE KAIMĀKA ANAKE

Extra space if required.
Write the question number(s) if applicable.

QUESTION NUMBER

ASSESSOR'S USE ONLY

He whārangi anō ki te hiahiatia.
Tuhia te tau tūmahi mēnā e hāngai ana.

TE TAU TŪMAHI

MĀ TE KAIMĀKA ANAKE

Extra space if required.
Write the question number(s) if applicable.

QUESTION NUMBER

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English translation of the wording on the front cover

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

91248M

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 2–23 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.