

91490



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

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

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SUPERVISOR'S USE ONLY

Level 3 Media Studies, 2018

91490 Demonstrate understanding of an aspect of a media industry

9.30 a.m. Tuesday 27 November 2018
Credits: Four

| Achievement | Achievement with Merit | Achievement with Excellence |
|---|--|--|
| Demonstrate understanding of an aspect of a media industry. | Demonstrate in-depth understanding of an aspect of a media industry. | Demonstrate perceptive understanding of an aspect of a media industry. |

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 eight 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 industry** that you have studied.

Write an essay discussing the **operation of an aspect of your chosen media industry**, by responding to ONE of the statements below. You should aim to evaluate the impact of your chosen aspect on the industry and/or society, and you may agree and/or disagree with your chosen statement.

Use page 3 to write your chosen media industry, aspect of the media industry, statement number, and to plan your essay.

Begin your essay on page 4.

STATEMENTS (Choose ONE)

1. Innovation is essential in media industries.
2. Producers must find new ways to monetise media industries.
3. Subscription services have revolutionised media industries.
4. Audiences are crucial to the success of media industries.
5. Media industries exploit the powerless.
6. Media industries are complex organisations.
7. Technology has transformed media industries.
8. Media industries dominate society.

Media industry: _____

Aspect of the media industry: _____

Statement number:

PLANNING

Description of this **aspect** of your chosen media industry:

How and/or why this aspect **operates** in your chosen media industry:

The **impact** of the aspect on your chosen media industry:

The **wider significance** of the impact for your chosen media industry and/or society:

