

91248



NEW ZEALAND QUALIFICATIONS AUTHORITY  
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QUALIFY FOR THE FUTURE WORLD  
KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

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SUPERVISOR'S USE ONLY

## Level 2 Media Studies, 2019

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

2.00 p.m. Wednesday 13 November 2019

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 four 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 extent to which you agree or disagree with ONE of the statements below.

Respond critically to the statement by analysing how and/or why the **relationship** between your chosen media product and its audience operates, and a consequence of that relationship.

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. Media audiences choose a media product based on its design.
2. Time and/or place is no longer a constraint in accessing a media product.
3. Producers use new media to target their audience.
4. A media producer needs to be aware of how they represent culture to their audience.

**Glossary**

new media    media that is based on or relies on computers such as smartphones, apps, interactive media, or social media

Media product: \_\_\_\_\_

Audience: \_\_\_\_\_

\_\_\_\_\_

Statement number:

**PLANNING (OPTIONAL)**

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

Make sure you **respond to only your chosen statement** in your answer, and support your discussion with **evidence** from media text(s) and/or other sources, which may include your own production experience.

Begin your essay here:

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

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USE ONLY**

**QUESTION  
NUMBER**

**91248**