

91490



914900



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

Tick this box if  
there is no writing  
in this booklet

## Level 3 Media Studies 2020

### 91490 Demonstrate understanding of an aspect of a media industry

2.00 p.m. Thursday 26 November 2020  
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 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 industry** that you have studied.

Write an essay discussing the **extent** to which you agree with ONE of the statements below. Respond critically to the statement by evaluating the **operation, impact, and wider significance** of an aspect of your chosen media industry.

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

Begin your essay on page 4.

**STATEMENTS** (Choose ONE)

1. Governments play a significant role in the success of a media industry.
2. Media competition makes for better content.
3. Audiences drive the development of media industries.
4. New media has replaced traditional media.

**Media industry:** \_\_\_\_\_

**Aspect of the media industry:** \_\_\_\_\_

**Statement number:**

**PLANNING**

You should aim to write a concise essay of no more than 5–6 pages. The quality of your writing is more important than the length of your essay.

Make sure you **respond only to your chosen statement** *throughout* your essay. Draw conclusions about the wider significance of the impact for your chosen media industry and/or society by including **relevant, specific supporting detail** from media text(s), and/or evidence from other sources.

Begin your essay here:

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

QUESTION  
NUMBER

**91490**

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