Level 2 Media Studies 2021

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

Credits: Three

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<th>Achievement</th>
<th>Achievement with Merit</th>
<th>Achievement with Excellence</th>
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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 2–10 in the correct order and that none of these pages is blank.
Do not write in any cross-hatched area (��). This area may be cut off when the booklet is marked.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.
INSTRUCTIONS

Choose ONE media product and its audience.

Write an essay using ONE of the statements below to examine the relationship between your chosen media product and its audience, and a consequence of this relationship.

STATEMENTS (Choose ONE)

1. Audience response shapes the way a media product evolves.

2. Media producers use information about an audience to create a media product.

3. A media product must appeal to a diverse audience.

4. The marketing and/or distribution of a media product has to meet audience demand.
| Media product: |  |
| Audience: |  |
| Statement number: | □ |

**PLANNING**
You should aim to write a concise essay of no more than 4–5 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, 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:
Extra space if required.
Write the question number(s) if applicable.