

SUPERVISOR'S USE ONLY

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91248M



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Tuhia he (X) ki te pouaka mēnā kāore koe i tuhi kōrero ki tēnei puka

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Mana Tohu Mātauranga o Aotearoa
New Zealand Qualifications Authority

Te Mātauranga Pāpāho, Kaupae 2, 2024

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

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 māramatanga arohaehae ki te hononga i waenga i tētahi hua pāpāho me tana apataki.

Tirohia kia kitea ai 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 ā-kura e hāngai ana ki TĒTAHI o ngā whakapuakanga e rima kei roto i tēnei pukapuka.

Ki te hiahia wāhi atu anō koe mō ō tuhinga, whakamahia ngā whārangi wātea kei muri o tēnei pukapuka.

Tirohia kia kitea ai e tika ana te raupapatanga o ngā whārangi 2–19 kei roto i tēnei pukapuka, ka mutu, kāore tētahi o aua whārangi i te takoto kau.

Kaua e tuhi ki ngā paenga (/////). Ka poroa taua wāhi ka mākahia ana te pukapuka.

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

NGĀ TOHUTOHU

Kōwhiria TĒTAHI hua pāpāho me tana apataki.

Tuhia tētahi tuhinga ā-kura e matapaki ana i te whānuitanga o tō whakaae rānei, o tō kore rānei e whakaae ki TĒTAHI o ngā whakapuakanga kei raro iho nei e hāngai ana ki te hua pāpāho kua kōwhiria e koe me tana apataki.

NGĀ WHAKAPUAKANGA (Kōwhiria TĒTAHI)

1. E whai hua ai te hua pāpāho, me nui ake i te kotahi ngā hangapori e pai atu ana ki taua hua pāpāho.
2. E whakahirahira ana te whakarite i ētahi ara rerekē e toro atu ai te apataki ki tētahi hua pāpāho.
3. Me whai te kaiwhakaputa hua pāpāho kia kua tana apataki e matangurunguru.
4. Me huri te hua pāpāho i te taha o tana apataki.
5. Nā ngā whanaketanga o ngā hangarau, ka rerekē ngā ara e wātea ana ki ngā kaiwhakaputa hua pāpāho kia mau tonu ai te aronga o tana apataki.

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, in relation to your chosen media product and its audience.

STATEMENTS (Choose ONE)

1. A successful media product will appeal to more than one demographic.
2. Providing different ways for an audience to engage with a media product is essential.
3. Media producers must try not to disappoint their audience.
4. A media product must change along with its audience.
5. Changes in technology provide media producers with new ways to keep their audience engaged.

Te hua pāpāho: _____

Te apataki: _____

Te tau o te whakapuakanga:

TE WHAKAMAHERE

Media product: _____

Audience: _____

Statement number:

PLANNING

Tīmataria tō tuhinga ā-kura ki konei:

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.

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:

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

TE TAU
TŪMAHI

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

[illegible]

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

TE TAU
TŪMAHI

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

[illegible]

English translation of the wording on the front cover

Level 2 Media Studies 2024

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

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 five 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 2–19 in the correct order and that none of these pages is blank.

Do not write in the margins (|||||). This area will be cut off when the booklet is marked.

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