

91490



Draw a cross through the box (X) if you have NOT written in this booklet

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Mana Tohu Mātauranga o Aotearoa

New Zealand Qualifications Authority

Level 3 Media Studies 2024

91490 Demonstrate understanding of an aspect of a media industry

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 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 2–12 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.

INSTRUCTIONS

Choose ONE **media industry and an aspect** of the media industry. (*Note: An aspect may include an organisation, audience demand, market forces, technology, regulation, or legislation.*)

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.

STATEMENTS (Choose ONE)

1. Artificial Intelligence (AI) should not replace traditional media practices.
2. The digitisation* of media products favours media industries.
3. The future of media industries is people, not profit.
4. Local producers create the foundation for sustainable media industries.
5. Being inclusive should be authentic in media industries.

* digitisation the conversion of text, pictures, or sound into a digital form that can be processed by a computer

Media industry: _____

Aspect of the media industry: _____

Statement number:

PLANNING

Make sure you **respond only to your chosen statement** *throughout* your essay, and include **relevant, specific supporting detail** from a range of media texts, and/or evidence from other sources.

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

QUESTION
NUMBER

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

[illegible]

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

QUESTION
NUMBER

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