

SUPERVISOR'S USE ONLY

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**Mana Tohu Mātauranga o Aotearoa**
New Zealand Qualifications Authority

Level 3 Media Studies 2025

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. Audience fatigue* is economically challenging for media industries.
2. Outrage is currency for media industries.
3. Indigenous media struggles in relation to mainstream media.
4. Media industries have moved from instant to constant gratification**.
5. Current media has rewritten the rules for media industries.

* fatigue apathy, indifference, or mental exhaustion arising from exposure to too much media content

** gratification fulfilment

Media industry: _____

Aspect of the media industry: _____

Statement number:

PLANNING

