

1

90991



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD
KIA NOHO TAKATŪ KI TŌ ĀMUA AO!



SUPERVISOR'S USE ONLY

Level 1 Media Studies, 2015

90991 Demonstrate understanding of the media coverage of a current issue or event

2.00 p.m. Tuesday 17 November 2015
Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of the media coverage of a current issue or event.	Demonstrate in-depth understanding of the media coverage of a current issue or event.	Demonstrate comprehensive understanding of the media coverage of a current issue or event.

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 six questions 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.

Explains an effect of coverage (bias - neutrality) as a function of the different presentations/representations of a current event and relates this to the formation of public opinion.

Includes supporting details from media texts.

**Low
Excellence**

TOTAL

7

ASSESSOR'S USE ONLY

INSTRUCTIONS

Choose a **current issue** or **event** that has been covered by the media within this past year.

Write an essay discussing the **media coverage** of your chosen current issue or event, by responding to ONE of the questions below.

Support your essay with specific evidence, such as details or examples from media texts, and/or evidence from other sources.

Use page 3 to write your chosen current issue or event, question number, and to plan your essay.

Begin your essay on page 4.

QUESTIONS (Choose ONE)

1. Discuss the **extent** and **length** of the media coverage of a current issue or event.
Explain the effect of the issue or event being covered in this way.
2. Discuss what **forms** of media were used to cover a current issue or event.
Explain the effect of the issue or event being covered in this way.
3. Discuss the **style** features of the media coverage of a current issue or event.
Explain the effect of the issue or event being covered in this way.
4. Discuss the **mood** of the media coverage of a current issue or event.
Explain the effect of the issue or event being covered in this way.
5. Discuss the **viewpoint(s)** of different media coverages of a current issue or event.
Explain the effect of the issue or event being covered in this way.
6. Discuss what was **included and/or excluded** in the media coverage of a current issue or event.
Explain the effect of the issue or event being covered in this way.

Current issue or event: _____

Question number:

Note: Responses made in the space below may be used as evidence for assessment.

PLANNING

Describe coverage



Explain coverage



Effect of coverage

Begin your essay here:

On the 12th of April 2015, Freddie Gray, a young African American was arrested for allegedly possessing an illegal switchblade. ~~After~~ After sustaining spinal chord injuries, ^{while under police custody} he passed away on the 19th of April. His death was controversial as he was believed to have been subject to police brutality. Shortly after news of his death ~~to~~ broke out, the peaceful protests calling out on police brutality have turned violent on the 25th of April. Buildings and cars were destroyed and burnt, and numerous shops have been looted. Because of the ongoing violence in the city, both international and local media fixed their eyes on Baltimore. Traditional news mediums such as magazines, newspapers, etc. like CNN and Baltimore Sun, and modern news mediums such as Facebook, Twitter, etc. like stuff.co.nz provided coverage on the Baltimore Riots. However, as there are two viewpoints, one being the riots supporters, and the other, those against, some articles can have one dominating viewpoint. Such biased articles are manipulative, as the reader will see the story through the eyes of the dominating perspective.

In the video article on CNN titled "Obama: Violence in Baltimore is 'counterproductive'", U.S. President Barack Obama speaks out on how he understands that Gray's family 'wants answers'. Later in the video, he says that, "... there are no excuses [for the violence]", clearly against the Baltimore Riots. In the video itself, the words 'BREAKING NEWS' and in big letters, 'LEGAL VIEW' are seen, as it is very emphasized. These words gives the ~~president's~~ president's

speech huge authority and superiority, and makes it seem like his view is the right view, as it is the 'legal view'. The president's speech is given such power, as he is ~~the president~~ ~~of the affected country, and the citizens are eager to know what action their president will take~~ a very prominent figure in the world, and also the leader of the affected country. The citizens would be very interested and eager to hear what their president has to say. However, presenting his speech in this superior manner can make the audience conform to the president's views. They would believe his words and see things as he does, making this video article biased. ~~It is unethical as~~ ^{As a result,} it restricts the audience's own viewpoint.

On Baltimore Sun, an article titled "Timeline: Freddie Gray's arrest, death, and the aftermath", contains a compilation of all articles related to the Baltimore Riots, presented in the order of events. The article is very detailed, even providing the time and date of ~~when~~ when it took place. The article is presented this way because Baltimore Sun is the city's local newspaper, and so their purpose is to inform the residents of everything that is taking place. Unlike the video article on CNN, this article presents both viewpoints. For example, ~~one~~ one of their articles featured Tywan Paige, aged 12, who participated in the riots saying that if nothing is done, "... the police are gonna keep beating people up," in support of the riots. On the contrary, Freddie Gray's twin sister voiced out against the riots, saying "... please stop the

violence." Having provided both viewpoints, this article is not biased as it allows the audience to have ~~the~~ a broader spectrum of opinion.

Lots of New Zealand citizens take interest on current events within the U.S. However, since we are not directly affected by most events and it is of no huge significance, most articles about the U.S. are presented in a neutral manner. For example, an article on stuff.co.nz titled "Freddie Gray death: Troops called in to quell Baltimore Riots", provides a brief summary of the events that took place, statistics and figures such as the cost of damages and number of arrests. There is no assertive or dominant viewpoint, as its main purpose is just to inform and raise public awareness here in New Zealand. Unlike the video article on CNN and similar to the article on Baltimore Sun, this article is not biased as it ~~just~~ covers the riots in a neutral manner.

Biased articles are a violation to the ethical codes of journalism, as the code states that information must be presented to the public honestly, not distorted. Biased articles are not honest, as it is manipulative to the readers. Exposing biased articles are what unofficial news mediums like Facebook, Twitter, etc. strive to do, by shedding light on events that took place but was not covered or discussed by official news mediums. For example, the Anti-Media posted an article titled, "Untelevised Revolution: Inside Baltimore's Massive

~~Accountability~~ Police Accountability March". This article talks about how on one of the peaceful protests, snipers were stationed at the rooftop of the city hall for 'peace keeping'. The fact that this issue was not brought up by official media made it seem like it was not something to be shared to the public. Incidents like this results in ~~skeptical~~ people having skeptical attitudes towards the media.

In conclusion, the article on CNN was biased and manipulative, as it had one dominating viewpoint. Whereas the article on Baltimore Sun provided both viewpoints, and the article on stuff. co. nz was presented in a neutral manner. Unofficial news mediums like Anti-Media help raise ~~the~~ public awareness that the official media could be manipulating the news we read or hear, and that we are only given pieces of the whole picture. As a result, we must find out the truth ourselves, careful not to rely or depend blindly on the media. 1

Low Excellence exemplar for Media Studies 90991 2015		Total score	7
Q	Grade score	Annotation	
	E7	The candidate describes the event and gives examples of how the event was discussed in the texts, and also why the aspects are important for the audience's understanding of the event. Shows the effect of the aspect on the media and the audience, and how this impacts on the audience's perception of the media.	