

90991



NEW ZEALAND QUALIFICATIONS AUTHORITY  
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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.**

**Does not identify the question answered.**

**Does not address a question.**

**Largely recounts the event rather than considering the coverage of the event.**

**Not Achieved**

TOTAL

**2**

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 9th of April 2015 there were talks of John Campbell's live being shutdown for not having high enough ratings, which means there wasn't enough people viewing the programme. There were rumours going round of Jono and Ben taking up his spot but Jono and Ben took to Instagram saying "it's the first we have heard of it."

After the word got out about Campbell live being ~~shutdown~~ ~~cancelled~~ on the edge of shutdown there were ~~thousands~~ thousands of hashtags ~~being~~ being posted on social media such as #BringCampbellBack this increased John Campbell's live ratings but not enough to ~~compare to~~ ~~Seven Sharp~~ to stay on air they were compared to other shows ratings like Seven Sharp.

Many people were very saddened by the departure of Campbell.

Especially his work colleagues such  
Hillary Barry who got a little  
bit bubbly on live tv after wishing  
him farewell.

We knew John Campbell wouldn't  
be gone for good tho as his  
love for presenting was so  
strong. After starting at a  
young age John Campbell was  
the one for the job and viewers  
~~the~~ fellow workmates and family  
were sad to see him depart.

Later in 2015 John Campbell  
as we know would be back  
not on television but on the  
radio, hiring such a man  
like Campbell would have  
definitely boosted the New Zealand  
radio stations ratings.

in conclusion ~~Campbell's~~  
John Campbell's show left  
many people upset but now that  
he is back after a few  
months it made people ~~happy~~  
happy to see him back.

N2

<b>Not Achieved exemplar for Media Studies 90991 2015</b>		<b>Total score</b>	<b>2</b>
<b>Q</b>	<b>Grade score</b>	<b>Annotation</b>	
	N2	The candidate focuses more on the issue, rather than the media presentation of the event. Does not provide two different examples.	