

90992



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

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

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SUPERVISOR'S USE ONLY

Level 1 Media Studies, 2015

90992 Demonstrate understanding of characteristics of a media genre

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

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of characteristics of a media genre.	Demonstrate in-depth understanding of characteristics of a media genre.	Demonstrate comprehensive understanding of characteristics of a media genre.

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 three 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.

**Not
Achieved**

TOTAL

2

ASSESSOR'S USE ONLY

INSTRUCTIONS

Choose ONE **media genre** that you have studied.

Write an essay discussing TWO **significant characteristics** of your chosen media genre, by responding to ONE of the questions below.

Support your discussion with specific evidence, such as details or examples from at least TWO media texts in this genre, and/or evidence from other sources.

Use page 3 to write your chosen media genre, characteristics, question number, and to plan your essay.

Begin your essay on page 4.

QUESTIONS (Choose ONE)

1. Discuss how TWO characteristics of a media genre are used to **develop** the story in media texts.
Explain an effect of the characteristics being used in this way.
2. Discuss how TWO characteristics of a media genre are used in media texts to **engage** an audience.
Explain an effect of the characteristics being used in this way.
3. Discuss how TWO characteristics of a media genre are used in media texts to **signal** the genre.
Explain an effect of the characteristics being used in this way.

Media genre: Coming of Age

Characteristic (1): Stereotypes

Characteristic (2): Rite of Passage

Question number: 2

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

PLANNING

Describe your media genre: Coming of Age is a genre where you are a teen coming into adulthood seen as a teen coming into Adulthood.

Characteristic (1): Stereotypes

Describe the characteristic

Where teens are seen on films of TV shows.

Explain its use

It is used to show how teens are represented throughout the media.

Effect of the characteristic

makes the audience believe that stereotypes are to exactly how teens act.

Characteristic (2): Rite of Passage

Describe the characteristic

Where teens do negative things such as, sex, drugs and drinking.

Explain its use

It is used to show how teens grow from a teen to adulthood.

Effect of the characteristic

Begin your essay here: **The student does not clearly define or describe the genre, making it more difficult to effectively describe the characteristics of their genre.**

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Coming of Age Genre is used throughout the media to show how teenagers grow into adulthood. In this essay I will be talking about two characteristics Stereotypes and Rite of Passage and how they are used throughout the media texts to engage an audience.

The student does not demonstrate understanding of the characteristic by describing/defining it.

My first characteristic that I will be talking about is Stereotypes. Stereotypes are used throughout the media to show people how we as teens are represented and seen on film in the media. For example in the film Easy A directed by Will Gluck, the stereotype that can be seen in this film is Slut.

'Stereotypes' is a generic characteristic common to media texts in general rather than being significant characteristic of this genre.

This is shown in the film when Olive lies about having sex with boys to become popular and also begins to wear less clothing, so therefore everyone assumed she was a Slut because of all the rumours people were hearing and spreading and how she was dressing at school. This

Stereotype is used a lot because when people hear rumours or see someone wearing a skirt they are classified as a Slut. This engages the audience to believe that this stereotype is the way teens

The student attempts to explain the use by making a statement based on opinion rather than a reasoned explanation supported by relevant evidence.

act to get ~~pop~~ popular in this generation.

The second characteristic does not provide sufficient detail in the definition / description to demonstrate understanding.

My second ~~st~~ characteristic that I will be talking about is Rite of passage.

Rite of passage is used throughout the media to show how ~~teens come from~~ teenagers do negative things to go from a teen into adulthood, such as sex, drugs and drinking. An example of this characteristic is seen ~~in~~ also in the film of Easy A directed by Will Gluck. This is seen when Olive attends a high school party and is seen drinking and pretends to have sex with one of her boy mates. This character is used throughout the media to show how teens are represented and how they go to adulthood. This causes the audience to see how teens are ~~negatively~~

~~The director chose to do these two characteristics stereotype and Rite of passage as it negatively act to go from a teenager into adulthood.~~

The director chose to do these two characteristics, stereotypes and Rite of passage as it clearly represents teens and causes teens to act the same.

The student does not demonstrate understanding of media concepts in their explanation. The student has written opinions lacking reasoned explanation.

By discussing the director's intent, the student does not demonstrate understanding of the Coming-of-Age genre

way as they are seen throughout the media. The director also chose to ~~this~~ these characteristics as ~~the audience~~ they attract the audience and earn a lot of money off the characteristics. With Easy A (2012) Budgeting \$8,000,000 and the Gross being \$74,952,305 this clearly shows how the director knew how to earn ~~the~~ a lot of money using these characteristics in a film. //

In conclusion I talked about the two characteristics, ~~an~~ Stereotypes and Rite of passage and how they engage an audience with evidence. //

relevant evidence to support the description of the characteristics.