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3

91490



914900



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 3 Media Studies, 2016

91490 Demonstrate understanding of an aspect of a media industry

2.00 p.m. Tuesday 29 November 2016
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 nine 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.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.

Low
Achievement

TOTAL

3

ASSESSOR'S USE ONLY

INSTRUCTIONS

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

Write an essay discussing the **operation of an aspect of your chosen media industry**, by responding to ONE of the statements below. You should aim to evaluate the impact of your chosen aspect on the industry and/or society, and you may agree and/or disagree with your chosen statement.

Use page 3 to write your chosen media industry, aspect of the media industry, statement number, and to plan your essay.

Begin your essay on page 4.

STATEMENTS (Choose ONE)

1. Social media is a powerful force on media industries.
2. Media industries struggle to keep up with technological change.
3. Media industries change in response to society.
4. Media producers must find new ways to make money.
5. Media industries are interested only in the mainstream.
6. Governments control media industries.
7. Consumers demand unlimited access to media industries.
8. Media industries are a vital taonga* for Māori.

** Taonga refers to a valuable resource or treasure.*

9. Piracy is the biggest threat to media producers.

Media industry: American Independent film industry

Aspect of the media industry: independent film industry

Statement number: 4

PLANNING

Description of this aspect of your chosen media industry:

American independent film industry is a film industry that evolves outside the "Big Six" Hollywood studios. Each film is a stand alone project & must show potential to make profit & to attract investors.

How and/or why this aspect operates in your chosen media industry:

However, it operates in a savage capitalist ~~and~~ that is heavily profit driven.

- ① In 1990s, cheaper film stock and technology allowed low budget indie film to emerge out the "Big Six" studios. Affordable & Accessible for young filmmakers. e.g. Robert Rodriguez made *El Mariachi* for 700k self-funded by becoming a test subject for drug

The impact of the aspect for your chosen media industry:

~~How~~ young filmmakers could make films, but still needed backing from Big Six studios. e.g. *Mariachi* still needed 100,000 \$ from Columbia to get films into cinemas.

- ② Financial & critical success e.g. pulp fiction (10m/10m) 8.5m budget) drew major studios attention. Majors want to share the ~~profit~~ a new market & profit. bought smaller production companies. e.g. Disney → Miramax

The wider significance of the impact for your chosen media industry and/or society:

- ② Global Financial Crisis hits in 2007. Majors want to avoid risks. shift away from indie ^{towards} to big budget action films. Majors closed off most of smaller companies. Disney sold Miramax
- ④ VOD Netflix → new mass of audience. but offer as little as 2000 to filmmakers to live for 2 years still no fund
- ⑤ Kickstarter offer chance to find funding with potential fans. Zach Braff "I wish with 2 new here" 2.1m/2 million goal previous success
- ⑥ Shift away from indie? VOD - Netflix Amazon Hulu

The suggested maximum length for your essay is 1000 words (7-8 pages). The quality of your writing is more important than the length of your essay.

Draw conclusions about the **wider significance** of the impact for your chosen media industry and/or society by including **relevant, specific supporting detail** from media text(s) and/or evidence from other sources.

ASSESSOR'S
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Begin your essay here:

American independent film industry is a film industry that ~~is~~ evolved outside the "Big Six" Hollywood studios. Each independent film is a stand alone subject and they must show potential to make profit, then they could attract investors. However, it operates within a savage capitalist that is heavily profit driven.

In 1990s, cheaper film stock and technology allowed low budget indie film to emerge outside the "Big Six" studios. ~~The affordable and~~ It's affordable and accessible for film producers to make film and make money, especially young filmmakers. For instance, Robert Rodriguez made *El Mariachi*. And he self-funded by becoming a test subject for a drug test facility. His budget is 7000 dollar at that time. On the other hand, young filmmakers could make films, but they still needed the backing from the "Big Six" studios. The film *"El Mariachi"* still needed 100,000 million dollar from Columbia to get films into cinemas.

The financial and critical success of a number of indie film drew major studios attention. The movie *"Pulp Fiction"* made 100 million at box office that based on 8.5 million budget. Major studios wants to share the new

market and profit. Majors bought some smaller production companies and make specialist divisions to make profit. Disney bought Miramax, and ~~Fox bought~~ Fox created Fox searchlight. They made number of profit because ~~they~~ the indie film was supported by majors. //

Unfortunately, Global Financial Crisis hits in 2007, it brought a hardship for indie film industry at that time. Majors doesn't want to lose money for that and they want to avoid risks. Therefore, they shifted away from indie film towards to ~~big~~ big budget action films. Because action film surely have the wider market than indie film. Disney sold the Miramax, and majors closed off most of the smaller production companies. From year 2007, independent film industry starts to face a challenge of making money and profit. //

~~the~~ Videos on demand, such as Netflix is a new platform for indie film, and encourages film producers to publish their films on it to attract new mass of audience, Therefore, more film makes starts to show their indie film on Netflix, but Netflix offers as little as 2000 to filmmakers to license for 2 years. So Netflix is still not the best idea for attracting audience to make profit. And filmmakers still have no fund to make indie films. //

Kickstarter offers chance for filmmakers to find funding with potential fans. Zach Braff who is from TV show,

he made a film called "Wish I was here", that film made ~~3.1 million at the end, that and it~~ made 3.1 million more than the original goal which is 2 million. However, Bratf has an advantage from his previous success and he already have numbers of fans and audience, so it's not surprised that he made money for that. However, it becomes harder for other filmmakers. //

Therefore, more and more difficulties for filmmakers to make money from indie film, should they shift away from indie film? The opportunity for indie film is decreasing, the market becomes smaller too. In the future of indie film, I think the filmmakers should find new ways to make money. They might think about new ideas of developing the independent film industry, or focus on a special market audience. The independent film industry is supposed to keep and grow continually. And there should be more supporters for this film industry, otherwise, the independent film industry might disappear. ~~But~~ Financial support is a really essential factor for a success of a film. And filmmakers should find new ways to make money. //

A3

Extra space if required.
Write the statement number if applicable.

ASSESSOR'S
USE ONLY

STATEMENT
NUMBER

Extra space if required.
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ASSESSOR'S
USE ONLY

STATEMENT
NUMBER

91490

Low Achievement exemplar for Media Studies 91490 2016			Total score	3
Q	Grade score	Annotation		
4	A3	<p>The candidate identifies the media industry (American Independent Film Industry), but not the aspect. The candidate attempts to address Statement 4 – explaining how and why media producers in the independent film industry, are finding new ways to make money.</p> <p>The candidate uses relevant, supporting evidence from a range of film examples on pages 4–6. There is an attempt to link the media industry to the statement, however the candidate does not provide a convincing discussion to warrant a higher grade. There is no reference to specific impacts of the aspect on the chosen media industry.</p> <p>To achieve a higher grade, the candidate needed to include a more detailed explanation of how and / or why the aspect operates in the media industry.</p>		

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**High
Achievement**

TOTAL

4

ASSESSOR'S USE ONLY

INSTRUCTIONS

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

Write an essay discussing the **operation of an aspect of your chosen media industry**, by responding to ONE of the statements below. You should aim to evaluate the impact of your chosen aspect on the industry and/or society, and you may agree and/or disagree with your chosen statement.

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** Taonga refers to a valuable resource or treasure.*

9. Piracy is the biggest threat to media producers.

Media industry: Film (Hollywood)

Aspect of the media industry: ~~Film~~ Censorship

Statement number: 6

PLANNING

Description of this **aspect** of your chosen media industry:

Censorship of films meant that producers had to abide by certain guidelines in order to pacify the government and society. //

How and/or why this aspect **operates** in your chosen media industry:

Operates under MPPDA (1922)
SRC - Don'ts and be carefuls
PCA - Administering the production code (1934)
the //

The **impact** of the aspect for your chosen media industry:

King Kong - pieces had to be cut out
Decline of careers - The provocative Mae West. //

Predictable endings - characters wrong - things had to be punished.

The **wider significance** of the impact for your chosen media industry and/or society:

~~Films~~ Censorship birthed genres and characters
Film noir - femme fatale. //

This essay will discuss how the government controlled the film industry and how the birth of censorship had an impact on ~~the~~ ^{this media industry} industry and wider society

The suggested maximum length for your essay is 1 000 words (7–8 pages). The quality of your writing is more important than the length of your essay.

Draw conclusions about the **wider significance** of the impact for your chosen media industry and/or society by including **relevant, specific supporting detail** from media text(s) and/or evidence from other sources.

Begin your essay here:

~~Films have undergone many~~ The film industry has undergone many changes throughout its history in order to get to where it is today. In particular, the aspect of censorship has been a pivotal part in moulding this media industry and has determined the very nature of films and careers of actors and actresses alike. This essay will discuss how the government controlled the film industry and how the birth of censorship had an impact on this media industry and wider society. The first paragraph of this essay will discuss government pressure and how this caused the creation of groups within the industry that monitored censorship. The second paragraph will focus on the impact that censorship had on the industry and the wider significance it had on society at the time.

Film making has undergone tumultuous changes since its beginnings during the golden age of Hollywood. At first, films were made without sound and weren't very technically advanced

so directors and actors alike were extremely limited in what they could create and show the audience. However, after the invention of sound, films were ~~but~~ now of higher quality and this new medium opened up avenues of which the film industry had never been able to explore before. The US government ~~at~~ the time realised that Hollywood needed to be cleaned up as it was becoming very much a "sin city" and a place where derogatory films were starting to flourish. After receiving threats that the industry was going to become government controlled, the MPPDA (Motion Pictures Producers and Distributors of America) was created in 1922 under Will Hays to pacify the government and to create a way of monitoring films. Censorship was created. The Studio Relations Committee was responsible for censorship of films and they compiled a list ~~of regulations~~ ~~of regulations~~ of regulations coined, "the don'ts and be carefuls." One such regulation imposed by the SRC was ~~that~~ that any use of profanity would result in films being denied production and even words such as "damn" were categorized as vulgar and inappropriate. However, many film makers chose to ignore censorship regulations and one producer at the time, Freddy McHugh, stated that the

regulations "lacked teeth." It wasn't until 1934 where the MPPDA took action and created the Production Code Administration that replaced the SRC and promised the government that it would enforce stricter regulations and censorship. Not only was the government threatening to take over the liberal industry, but Hollywood now faced pressure from the catholic group, the Legion of Decency, which formed in 1933. Under the scrutiny of both parties, the ~~Kinacindia~~ PCA stated that any film released without their seal of approval would be fined \$25,000 and prosecuted. The film industry was forced to pacify both the government and the Legion of Decency which catalyzed a brutal push of new censorship laws. Any film makers with the audacity to ignore censorship regulations enforced by the PCA now risked destroying their very livelihood. In conclusion, government pressure as well as pressure from groups such as the Legion of Decency lead to censorship regulations enforced by groups within Hollywood that had a dramatic impact on the industry. ✓

New censorship regulations between 1920-1940 in Hollywood had a huge impact on not only ~~the~~ films ~~making~~ but also on actors, actresses

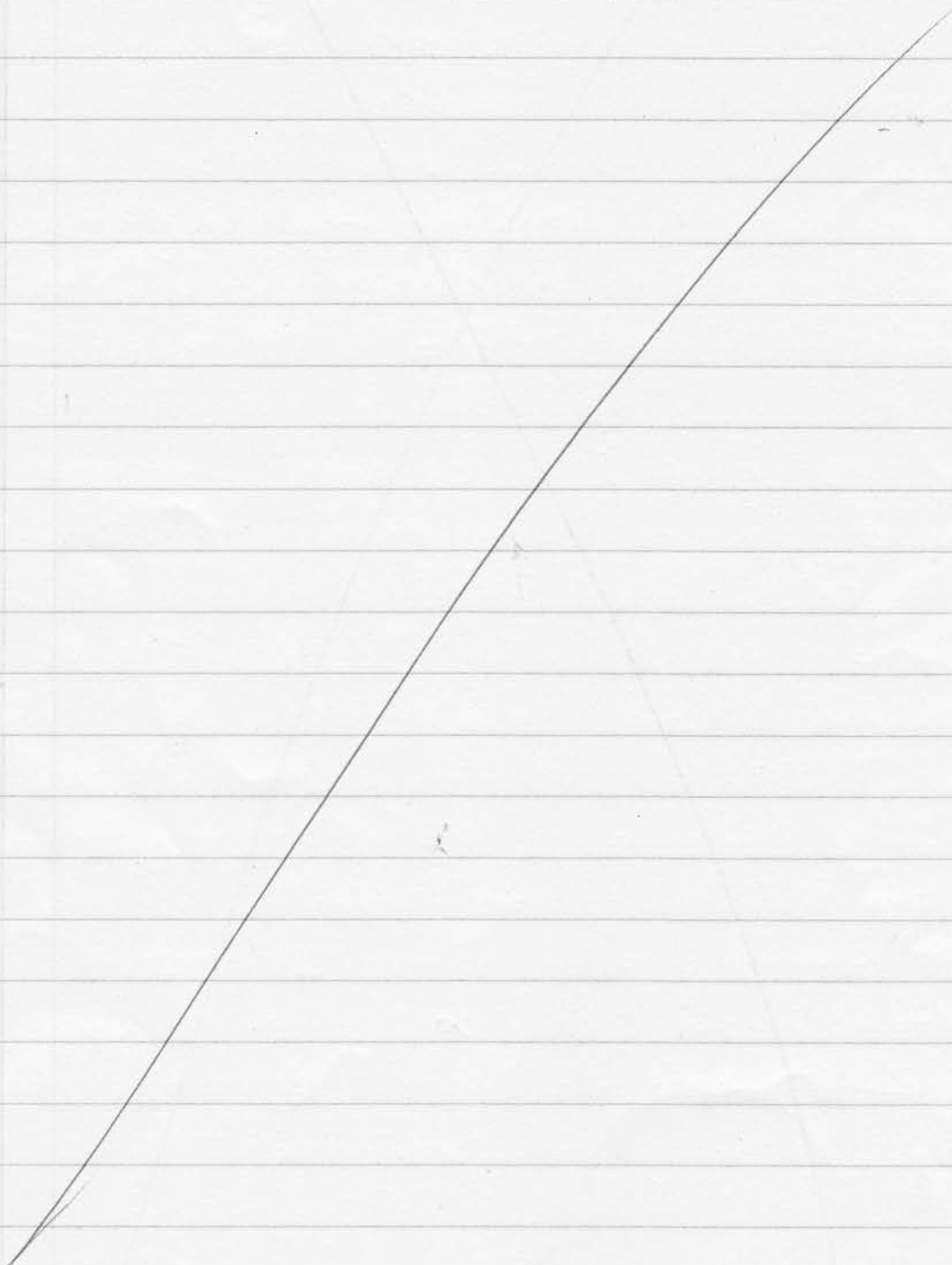
and wider society throughout the USA.

Regulations meant that any ~~provoka~~ provocative content had to be severely reduced or else be removed all together. This had a disastrous impact on ~~the industry~~ both ~~actors~~ actors and actresses and often ended careers.

For example, Mae West was infamous for dressing scantily in films and often the camera was focused on her breasts and her sexual appeal. With the new ~~movement~~ ~~over~~ swathe of government pressured censorship sweeping through the industry, many of West's films were banned due to their provocative nature which ultimately caused a demise in her career. Films boasting violence were also facing heat such as King Kong where a number of scenes had to be cut ^{in order} to abide by the Production code enforced by the PCA. One such rule of the production code was that any character that committed an act of crime or obscenity had to face consequences such as death or prison. This made film endings extremely predictable because the audience knew which characters would face repercussions as a result of their actions. Despite the negative impact that ~~censor~~ government pressured censorship was having on the film industry, it was having a positive affect on the wider society of America itself. Meta-analytic

Studies show that crime and other obscene actions can be influenced by what people see in movies and at this point in time, because of censorship, films couldn't show ~~as~~ crime, violence, sex or adultery without portraying that the actions are wrong. Censorship guided films to show audiences and society what is right and wrong and the lack of criminal acts ^{shown} helped ensure that the public wouldn't be ~~misled~~ wrongly influenced. Without censorship in place, film-makers would've had the ability to show anything which would've had disastrous affects on American society as a whole. //

In conclusion, government pressure birthed the aspect of censorship which forced the film industry to make a dramatic change to ensure they could maintain their independant status. Although government control had a negative impact on the film industry itself with films being censored and ^{the} lives of movie stars ruined, it ensured that society wouldn't be corrupted by films that were now reaching larger audiences than ever before. Censorship has shaped the film industry into what it is today and without it, the very culture of the industry is likely to have plunged into a simmering pot of sex, crime and

violence where creative expression is no longer celebrated. ~~relationships~~ The ~~media~~^{film} industry forms a huge part of society and our lives and mediums such as censorship has ensured that the industry remains true to its roots of producing quality entertainment. 

A4

Extra space if required.
Write the statement number if applicable.

ASSESSOR'S
USE ONLY

STATEMENT
NUMBER

Extra space if required.
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ASSESSOR'S
USE ONLY

STATEMENT
NUMBER

91490

High Achievement exemplar for Media Studies 91490 2016			Total score	4
Q	Grade score	Annotation		
6	A4	<p>The candidate identifies the media industry (Hollywood Film Industry) and the aspect (censorship). The candidate addresses Statement 6 in the opening paragraph (page 4), then outlines how and why the U.S. government forced the Hollywood film industry to set up a regulatory regime.</p> <p>Pages 5–6 provide a solid discussion of how and why regulations and censorship were introduced into the Hollywood industry. Supporting evidence and details are also provided on pages 7–8. The candidate attempts to discuss the impacts of censorship, however, further analysis and specific details are needed to achieve a higher grade.</p>		