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91248



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Mana Tohu Mātauranga o Aotearoa
New Zealand Qualifications Authority

Level 2 Media Studies 2025

91248 Demonstrate understanding of the relationship between a media product and its audience

Credits: Three

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of the relationship between a media product and its audience.	Demonstrate in-depth understanding of the relationship between a media product and its audience.	Demonstrate critical understanding of the relationship between a media product and its audience.

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.

Achievement

TOTAL 04



Page 1

INSTRUCTIONS

Choose ONE **media product** and its **audience**.

Write an essay discussing the extent to which you agree or disagree with ONE of the statements below, in relation to your chosen media product and its audience.

STATEMENTS (Choose ONE)

1. Design elements must allow the audience to see themselves reflected in the media product.
2. A successful media product must be able to target more than one audience.
3. The internet allows media producers to engage with their audience(s) in different ways.
4. Audiences become engaged when a media product addresses important social issues.
5. Media producers must appeal to both long-time fans and new audience members.

Media product:

Audience:

Select your statement:

▾

PLANNING

18 - 24 make up 62.7% of players

Social gratification theory - where the consumer watches just for their own satisfaction

ESSAY

Type your essay in the space below. You should aim to write a concise essay of no more than 750–800 words. The quality of your writing is more important than the length of your essay. (The counter will change colour when you reach the recommended word count.)

Make sure you **respond only to your chosen statement** *throughout* your essay, and support your discussion with **evidence** from media text(s) and / or other sources, which may include your own production experience.

B *I* U ☰ ▾ ☰ ▾ ↶ ↷ ? ABC ▾

Intro

Fortnite is an online multiplayer battle royale game created by Epic Games in 2017. It quickly became the most popular game in the world with over 600 million people registered and 110 million weekly users. In 2018 it was at its peak with the Fortnite World Cup which had the winner take home 3 million dollars and streamers playing Fortnite in front of millions of people a day. Through this Fortnite was shown to many different audiences. And people loved playing it because of all the different types of skins and having a way to express themselves through the skins they wear. This made people want to play the game more and more and spend more money on the game. This is why I believe this is why successful media products must be able to target more than one audience.

Different platforms

One way Fortnite targets its audience is through ads that are shown on different platforms such as YouTube where they show ads of new seasons of Fortnite as almost everyone in the world uses YouTube or has used YouTube. This is a great way to show their game to a wide range of people such as younger kids as many parents let their kids watch YouTube and if they are seeing this game over and over again they will end up wanting to play it. But YouTube also is used mainly by 18-24 year olds which is Fortnite's target audience as it makes up 62.7% of the player base. By Fortnite's use of ads they are able to remind people about Fortnite making people load up the game to see this new season or new skins.

Sponsors

Another way Fortnite targets a different range of people is through sponsorships. Fortnite sponsors many people through many different platforms such as TikTok, Twitch and YouTube. Through my own experiences I seem to always see Fortnite ads on TikTok with people promoting the seasons of Fortnite and also people talking about new skins and things that Fortnite is collaborating with such as Stranger Things and The Simpsons. Through these sponsorships Fortnite is able to show their game to a wide range of people as many groups of people watch different TikTokers or streamers and when people hear their favourite streamer or TikToker talk about Fortnite would make them feel like they need to check it out as so many people are talking about it.

Collaborations

The final way Fortnite targets a different audience is through collaborations with shows, movies and streamers. Fortnite has collaborated with many different movies such as Stranger Things and Dune. It also collaborates with shows such as Adventure Time and The Simpsons. With these collaborations Fortnite adds skins from these shows and movies which could make people who like these movies and shows to buy or to download the game. Also how Fortnite keeps these different types of groups playing the game and spending money on the game is through the cosmetics within Fortnite. By the use of skins which players can buy in the item shop which resets every 24 hours it adds new and old skins. It lets people express themselves through the skins they buy and Fortnite collaborations.

Conclusion

In conclusion successful media products must be able to target more than one audience. Fortnite does this throughout collaborations with shows and movies, and the platforms they show their ads to and also sponsorships of content creators. All these different ways Fortnite shows their game to the public highly affects their overall success of their game which many different groups of people old, young, male and female Fortnite accommodates for them to be a wide range of skins, male and female and also the collaborations they do with movies and shows such as The Simpsons and Stranger Things where people who watch these shows and also make people want to play their game. But Fortnite is now such a big game that it doesn't really need these sponsorships and collaborations to stay popular. It has now become so big that Fortnite kinda promotes itself now as when people see the word Fortnite they immediately think of the game Fortnite. And because of this people don't even need to see these ads to want to play by using the Social Gratification theory where people just do the things they want to do for their own pleasure and satisfactions. But for this game to get to this point they needed to be able to target more than one audience to get to the point they are today which shows how important it is for media products to be targeted to different groups of people.

784 WORDS / 800 RECOMMENDED

Achievement

Subject: Media Studies

Standard: 91248

Total score: 04

Q	Grade score	Marker commentary
1 (2)	A4	<p>The candidate addressed their chosen statement 2: “A successful media product must be able to target more than one audience” throughout the essay. The response provided a detailed description of the relationship between Fortnite and its audience, with different examples for each point, which were relevant to the chosen statement.</p> <p>While the final paragraph attempted to use media theory, it was not well understood or unpacked. The candidate hinted at a more in-depth understanding in their discussion of the growing audience negating the need for targeting different audiences, but this was not sufficiently developed or supported to gain a Merit grade.</p>