

No part of the candidate's evidence in this exemplar material may be presented in an external assessment for the purpose of gaining an NZQA qualification or award.

SUPERVISOR'S USE ONLY

2

91248



Draw a cross through the box (☒) if you have NOT written in this booklet

+



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.**

Merit

TOTAL 06



## 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:** Adolescence

**Audience:** Young people aged 13-25 and parents and educators

### Select your statement:

2. A successful media product must be able to target more than one audience. ▾

### PLANNING

Phillip Barantini  
emotive narrative, engaging characters, uses and gratifications theory

## 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 ∨

I agree entirely that a successful media product must be able to target more than one audience. Directed by Phillip Barantini, *Adolescence* is a psychological drama launched by Netflix in March of 2025. Split into 4, one-take episodes, *Adolescence* follows the story of a 13 year-old boy, Jamie Miller, accused of murdering his female classmate, Katie Leonard. *Adolescence* was instantly a hit upon its release earlier this year, largely due to its unique approach to crime. The show focuses not only on Jamie's story, however, largely focuses on the impact of crime upon the wider community. Stephen Graham, co-writer of the show says: "Adolescence isn't a who dunnit. It's a why dunnit." Through this approach, *Adolescence* is able to attract two demographics: young people aged 13-25 and parents and educators. By doing so, *Adolescence* creates an exceptional watch for anyone, largely supporting its great success. Through the emotion-evoking narrative, relatable and engaging characters and the memorable one-shot film technique, *Adolescence* is able to effectively target more than one demographic, allowing its message to be heard and understood by society. Furthermore, the uses and gratifications theory enables us to further understand why it is we seek the media we do, tying in exceptionally to the demographics attracted to the show.

*Adolescence's* narrative, despite terrifying, is actually far more realistic than you may imagine. Stephen Graham stated that he refrained from assigning Jamie an "absent father or drunk mother", in order to emphasise that this could become anyone's reality; no matter of their upbringing. The Miller family really were a family like no other. Jack Thorne, co-writer of the show, said that *Adolescence* was actually inspired by several knife crimes from across the UK - all of which involved a young boy murdering a female. These crimes left a "sickening impact" upon him, leaving him with a desperate desire to discover how and why such young British teens were becoming "child killers". UK Prime Minister even went as far as to say that *Adolescence* "should be shown in schools" to educate our community's most vulnerable: teenagers. Through the emotional narrative, *Adolescence* allows young people and parents and educators to feel a sense of warning or terror, as they face the harsh reality that this could become their own reality.

Secondly, two key characters of the show enabled both demographics to be presented with a relatable and engaging character. For the younger demographic, viewers may turn to Jamie Miller, a 13-year-old schoolboy, accused of murder. Despite his actions being far from relatable, opportunities for connection or relatability still remain. Younger viewers may connect with Jamie through the common struggles faced by highschool students. Concerns surrounding popularity, social media and relationships, present several gateways for connection.

For parents and educators, viewers may connect or relate with Eddie Miller, Jamie's father. Eddie presents a deep and touching character, whom we watch endure several vulnerable moments as he grieves. As Eddie and Manda share an emotional moment during the last episode, a brilliant line reads: "How did we make her?" Eddie asked, referring to their daughter Lisa. "The same way we made him", said Manda. This quote is incredibly touching, and truly goes to show that no extent of "perfect" parenting will ever prevent children from being exposed to outside forces. Jamie and Lisa were raised in the same house, by the same parents, however one became a killer.

The one-shot film technique - one of *Adolescence's* most memorable features - furthermore enhanced the show's ability to reach a degree of connection with both demographics. Stephen Graham said that this inclusion was "no gimmick" and was intentional to reach that deep and personal connection with the audience. The technique allows the audience to feel present in each moment, enabling personal connection. The viewers simply aren't able to look away, or hold their breath until the scene comes to an end. The one-shot film technique ensures that viewers can't become distracted; they simply cannot stop watching.

Additionally, the uses and gratifications theory can be explored in response to *Adolescence*. The theory suggests that audience members actively seek the media they are consuming, in order to satisfy a certain need. For *Adolescence*, this may include relatability, connection, answers, or sense of belonging. Naturally, the younger demographic may chase relatability and connection, while the second demographic may look for answers or understanding.

Ultimately, I firmly agree that a successful media product must be able to target more than one audience. *Adolescence*, a 4-part mini series is an exceptional example of a media product that targets two audience demographics. Effectively reaching young people aged 13-25 and parents and educators, *Adolescence* projects a powerful message across these two groups. Through the narrative, characters, one-shot film technique and the uses and gratifications theory, *Adolescence* becomes a must watch, no matter of your age.

798 WORDS / 800 RECOMMENDED

## Merit

**Subject:** Media Studies

**Standard:** 91248

**Total score:** 06

Q	Grade score	Marker commentary
1 (2)	M6	<p>The candidate clearly addressed their chosen statement 2: “A successful media product must be able to target more than one audience” by unpacking the relationship with different audiences. The response used some media theory and some secondary evidence to demonstrate a more in-depth understanding.</p> <p>The candidate implied a wider consequence – the impact of the show as an educational tool – but this was not explicitly stated or explored in sufficient depth to gain an Excellence grade.</p>