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91251



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Mana Tohu Mātauranga o Aotearoa
New Zealand Qualifications Authority

Level 2 Media Studies 2025

91251 Demonstrate understanding of an aspect of a media genre

Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of an aspect of a media genre.	Demonstrate in-depth understanding of an aspect of a media genre.	Demonstrate critical understanding of an aspect 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 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 genre.

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

STATEMENTS (Choose ONE)

1. Changes in the audience are what drive changes in the media genre.
2. The need for profit means that genres will take very few creative risks.
3. A media genre must take on influences from other genre(s) to remain relevant.
4. A genre is successful only when it reflects what audiences are thinking about at the time.
5. As a genre evolves, its conventions will also evolve.

Media genre:

Select your statement: ▾

PLANNING

GSWFYDC: Genre, Sub-genre, Why people like to watch horror, 3 films, year they were made (1931, 1985 and 2008), Directors (Tod Browning, Tom Holland and Catherina Hardwicke), Convention (Male Vampire)

SMADM: State your statement, Make an argument, Agree or Disagree, Talk about movies briefly

P1-3: key things about male vampires like what their motivation is or who they are, using two techniques to support and develop the understanding of the convention and argument

P4: Why the audience watches, how does the movie cater to the audience at the time, what was happening in the world at the time that effected the movie, how is the audience scared, what does the audience have in common with the male vampire to relate to.

Conclusion: sum up patterns with the genre and conclude the argument and statement. Where do you think the audience change is going next

Theatrical, slow and black and white to colour, more fast pace, sfx, very 80s and scary to romantic, brutal, stereotypical and no longer scary

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 ∨

Horror is a genre that has been scaring people for generations and Vampire films are one of the founding sub-genres in horror. People love to watch horror because of the adrenaline they receive when watching and horror movies usually have interesting plot points but as time goes on, as a genre changes, so does a key convention. Today i will be discussing the sub-genre of Vampire films and the convention of the male vampire using evidence from three movies which are Dracula (1931) directed by Tod Browning, Fright Night (1985) directed by Tom Holland and Twilight (2008) directed by Catherine Hardwired.

As a genre evolves, its conventions will also evolve is the statement i have chosen today, this basically means that the convention of the Male Vampire would change when the genre does as well which i agree with, having the contents of the films change with the films itself and the genre it is plucked from. Like how the idea of the male vampire changed when the genre did, him going from a creature of the night in Dracula 1931 to all the way in 2008 which would be Twilight where the vampire is no longer feared and is more sought after and romanticised, lets go through the evolution of that.

The male vampire is the main convention in a Vampire movie a part from the female victim. The genre starts off theatrical and old looking as the sub-genre was just starting so they evolved to cater to how theatre was already a thing, it was in the 1930s and it was in black and white mostly so the male vampire starts off being shown as a creature of the night and a monster who preys on humans in the early days of film, like a myth or something that everyone knows and fears like in Dracula. Count Dracula was a vampire who lived far away from the village folk in a dark, mysterious castle. He went off to London because he saw a girl named Mina who looked like his former lover, so he pined after her and wanted her for himself. A way that he fit into the London folk was with costume, he wore a suit and top hat like every other rich man which catered to the genre at the time but he was not like everyone else. When a visitor came to his tower, this was shown evidently with a medium close up shot of a streak of light over his eyes that are slightly red which signals mind control as well as his pale skin and animal like nature showing that he is a creature of the night and to be feared. His movements throughout the movie are quite theatrical and quite slow to cater to how the genre started at the time.

Now the genre is taking a big jump from 1930s to 1980s, the genre definitely took a big turn with way more colour and way more special effects makeup. Now the genre has evolved into being more fast pace and scarier than before since the times are changing and the audience in changing as well. The male vampire is still a creature of the night but now has evolved so nobody knows it, he is more of a wolf in sheep clothing. A good example of this is in Fright Night with Jerry who is the main male vampire, he lives in his own suburban home and is not known as a vampire by anyone but he preys on humans still like Dracula. Something that Dracula and Jerry have in common is that they both sought after doppelgangers, Dracula sought after Mina because she looked like a former lover and Jerry sought after Amy because she looked like one of his former lovers, that aspect stayed the same between the two movies. The male vampire has changed to be much more sensual with Jerry having theme music that plays whenever you see him, that music is quite 80s and a bit creepy to show his prowess towards his prey. Also hid costume changes from a suit from Dracula to much more civilian style clothes to blend in with his neighbourhood but also having a grey trench coat which kind of gives him paedophile vibes which would cater to the times.

Again the genre takes a big change from 1980s to the 2000s, the genre evolves into being more romantic and stereotypical and not really scary anymore. Also the male vampire has evolved from preying on humans to just preying on animals which takes away the scare factor and adds more intrigue. The example of this would Twilight and the male vampire of Edward Cullen, Edward is now a young man who still goes to high school but he still hides in plain sight with his own family, not showing that he is a vampire to the public. He does this by having a costume that again fits in with his town and age group which would be more teenage, like a hoodie and jeans which were very popular and still is. Also now the male vampire has super human powers to show how he is more of a protector of humans rather than preying on him, specifically with Bella who is his love interest, she is no longer a doppelganger but rather just a girl who intrigued him and felt the need to protect her hence he used his powers for her which is shown in the medium close of up of Edward stopping a van from hitting Bella with his super human strength, almost revealing that he is a vampire to Bella, all because he wanted to protect her.

Some of the things that could have triggered the sub-genre to change could be the world around them, like with the looming xenophobia (Fear of immigrants) in the 1930s which was evident in Dracula because Dracula moved to London and that would scare some of the audience as they had irrational thinking that immigrants would take their jobs as they were well off people. Or in the 1980s where there was the AIDS pandemic which would definitely influence movies and this genre as Fright Night is quite queer coded with the characters and their interactions. All of this would scare some audiences since they were scared of the representation of queer people and the community and homophobia was at a high at the time because of this pandemic. Now in the 2000s its more about watching a movie to escape from reality rather than facing it with Twilight, which is more of a fantasy and romantic escapism and teenage girls would fawn over Edward's protectiveness and his brooding nature. With the wars happening the middle east at the time, it was easy to watch a movie and forget about the outside world and that's what the genre changed and catered for.

Throughout the time between 1931 and 2008 a lot has evolved, the genre changed and so did the convention being the male vampire and that is why the audience was so interested, they wanted to see how the vampire would evolve but also seeing as the whole genre of horror is about adrenaline and fear, it seems like the genre and lost that aspect in the genre and the male vampire. In the end, the male vampire changed from a creature of the night to a romantic teenager which would seem like an unlikely thing back then to some. In the future i think vampires and the horror genre are going to go one of two ways, ether its going to follow a cycle of going from scary and dark to romantic and not scary or its going to continue to go down the path of romanticising the convention of the male vampire and continuing to see the genre change.

Achievement

Subject: Media Studies

Standard: 91251

Total score: 04

Q	Grade score	Marker commentary
1 (5)	A4	<p>The candidate clearly engaged with their chosen statement 5: “As a genre evolves, its conventions will also evolve”, identifying relevant ideas, but the explanation and development of these was limited. At times, the response relied heavily on plot description, which also limited the depth of the analysis.</p> <p>References to xenophobia and the AIDS epidemic were evident in the response, although these were not sufficiently explained or supported with relevant secondary evidence to gain a Merit grade.</p>