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91493



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

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Mana Tohu Mātauranga o Aotearoa  
New Zealand Qualifications Authority

## Level 3 Media Studies 2025

### 91493 Demonstrate understanding of a relationship between a media genre and society

Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of a relationship between a media genre and society.	Demonstrate in-depth understanding of a relationship between a media genre and society.	Demonstrate perceptive understanding of a relationship between a media genre and society.

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 03**



## Page 1

### INSTRUCTIONS

Choose ONE **media genre and society**. (Note: 'Society' refers to a community in a specific time and place, or the audience for a genre.)

Write an essay discussing the **extent** to which you agree with ONE of the statements below.

Respond critically to the statement by evaluating the **influence, impact, and wider significance** of a relationship between your chosen media genre and society.

### STATEMENTS (Choose ONE)

1. An emerging\* genre can reflect cultural change.
2. For better or worse, genre shows us how society used to be.
3. Genre echoes political ideologies.
4. Social discourse\*\* shapes genre.
5. Genre peers into society's shadows.

\*emerging      becoming recognised

\*\*discourse      exchange of ideas

Media genre:

Society:

Select your statement:

### PLANNING

BP1 - TBWP - 1999 - Daniel Myrick & Eduardo Sanchez

Web 2.0

Paranormal Activity - 2007 - Oren Peli

suburban home

Steve Neale "Genre is instances of repetition and difference"

Conventions

camcorder

Analysis

BP2 - Cloverfield - 2008 - Matt Reeves

9/11 Trauma

Rec - 2007 - Paco Plaza

## ESSAY

Type your essay in the space below. You should aim to write a concise essay of no more than 800–900 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 include **relevant, specific supporting detail** from a range of media texts.

**B** *I* U       

The found footage genre shows us how society was better, before newly released films that portrayed society's traumatic experiences, was popular. The found footage genre focuses on the realism and horror. Found footage blurs fiction with reality, making society's ordinary experiences become more terrifying. Films from *The Blair Witch Project* (1999), *Paranormal Activity* (2007), *Cloverfield* (2008), *Rec* (2007), *Spree* (2020), and *Host* (2020), use themes of the fear of the unknown, disasters, and social isolation. Through these themes it creates immersive films for audience.

Early found footage shows real life experiences that the society go through and technology that society uses after turning them into immersive films. *The Blair Witch Project*, directed by Daniel Myrick and Eduardo Sanchez, had a budget of \$60k and a profit of \$248million, uses three different points of views and shaky handheld cameras to capture the unknown whilst being lost in a forest. The film used viral marketing strategies like web 2.0, which was realised 1999, to convince the audience that what happened in the film was completely real. The directors created a whole website page dedicated to the film and wrote out what the film was about and how the three actors did in fact go missing. Because web 2.0 was new and society did not know how to properly use the internet, whatever was written online for viewers to see they would instantly believe it. They would consume what was in front of them as they were also unable to interact with the website itself. In comparison to *The Blair Witch Project*, *Paranormal Activity*, directed by Oren Peli, uses a surveillance like hand held camera, shooting the point of view from one person and set in a suburban home. As Steve Neale stated, "Genres are instances of repetition and difference" this highlighting that both films use hand held cameras to capture the unknown that is in front of them. Both films use diegetic sound as well as shaky camera movement. Through society, because *Paranormal Activity* had become popular amongst the genre, audience would start to leave comments about feeling unsafe in their suburban home because most believed that the film they were watching was true. Because of both the films, camcorders became much more popular over time as more and more people would start to film their own amateur videos and post them online. Both films show how society was better before the films were released as the films have turned their ordinary experiences into something more terrifying, leading to people not knowing what to believe.

Classical found footage shows how society was better off before seeing their fears and traumatic experiences being turned into popular growing films. *Cloverfield*, directed by Matt Reeves, uses the point of view from one person through a shaky hand held camera. The film is set in New York and features many sky scraper buildings being destroyed by a CGI created monster. *Cloverfield* portrays the 9/11 terrorist attacks with the destruction of buildings and people having to run for their lives to escape the terror. *Rec*, directed by Paco Plaza, focuses around a reporters point of view as she is trapped in a locked up apartment building due to the distraction that is appearing outside. Through the genre both films use a point of view, diegetic sound, shaky cameras, and the usage of new techniques such as the destruction of buildings. The 9/11 representation in *Cloverfield* shows society's fears and traumatic experiences of trying to run for their lives in order to protect themselves as well as this, in *Rec* it shows people being locked up in an apartment building unable to leave because of the dangers outside, this represents the Covid-19 lockdown era where everyone had to stay indoors, locked up, at all times without being able to leave their homes. Through both of these events, the directors have used them and created films that show what society had felt when these real life events happened.

Baroque films show's that society is better off without having the use of technology take over their everyday lives. The film *Spree*, directed by Eugene Kotlyarenko, shows how influencer culture can completely take over your life. Through the usage of multiple points of views and live streams, the main character is dedicated to becoming famous and is willing to do anything, including exploiting the people around him, for views and fame. *Host*, directed by Rob Savage, is shot through using multiple different points of views of people through a zoom video call interface, showing the fears of what the characters are going through behind a screen. Cath Clarke stated that "Director Eugene Kotlyarenko shoots in a style that may be described as found footage 2.0", this highlighting the usage of multiple different points of views through social media live streams. Both films use diegetic sound and use new techniques of user interfaces through zoom video calls and social media. *Spree* also includes more techniques as the main character becomes desperate for fame and starts murdering anyone he is able to. Through society, both films show how technology has become something that takes over many peoples lives and they become more and more addicted to the fact that they need to be famous in order to be successful in life. It also shows how society was better off without having to worry about your social image and how others see you through a screen.

Through these films, the found footage genre shows us how society was better off before new technology, and traumatic experiences became something to use in films in order to gain money. *The Blair Witch Project* and *Paranormal Activity* show the rise of camcorders and the internet. *Cloverfield* and *Rec* show traumatic experiences of the 9/11 terrorist attacks and being locked up in a building due to the dangers that are outside. Through *Spree* and *Host*, it shows the audience the things people go through behind a screen, either for fame and money or because of the dangers that occur in their own homes.

1002 WORDS / 900 RECOMMENDED

## Achievement

**Subject:** Media Studies

**Standard:** 91493

**Total score:** 03

Q	Grade score	Marker commentary
1 (2)	A3	<p>The candidate provided some explanation as to how and why the relationship operates in their chosen statement 2: "For better or worse, genre shows us how society used to be".</p> <p>There was also some description, without explaining how and/or why. For example, why <i>The Blair Witch Project</i> connected so strongly with the audience.</p>