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NEW ZEALAND QUALIFICATIONS AUTHORITY
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SUPERVISOR'S USE ONLY

Level 2 Media Studies, 2015

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

2.00 p.m. Monday 16 November 2015
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 six statements or quotations 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.

High
Merit

TOTAL

6

ASSESSOR'S USE ONLY

INSTRUCTIONS

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

Write an essay discussing the **relationship** between your chosen media product and its audience, by responding to ONE of the statements or quotations below.

In your discussion:

- describe ONE **aspect** of the relationship
- explain how and/or why this aspect **connects** the media product and its audience
- examine a **consequence** of this relationship
- include **supporting detail** from media text(s) and/or evidence from other sources.

Use page 3 to write your chosen media product, its audience, your chosen statement or quotation number, and to plan your essay.

Begin your essay on page 4.

STATEMENTS/QUOTATIONS (Choose ONE)

The statements and quotations below relate to some of the possible relationships between a media product and its audience.

1. The most successful media products create a relationship with their audience.

Discuss, in relation to a media product you have studied.

2. Audience measurement is important for the success of a media product.

Discuss, in relation to a media product you have studied.

3. New media have changed the game.

Discuss the ways the Internet has changed the relationship between product and audience.

4. Appealing to media audiences is all about pushing the boundaries.

Discuss, in relation to a media product you have studied.

5. 'The consumer rules.'

Discuss the importance of audience response for a media product you have studied.

6. 'There's a sucker born every minute.'

Discuss how media products shape audience response.

Media product: Burka Avenger

Audience: Pakistani kids, Pakistani Adults, Online community

Statement/quotation number: 1

Note: Responses made in this space may be used as evidence for assessment.

PLANNING

Description of your chosen media product's audience: Pakistani kids aged 4-10 have undergone many social and political issues which make them prime targets to the issues discussed inside of Burka Avenger.

Description of ONE aspect of the relationship: A P.S.A, or public service announcement is a social message that is broadcasted over radio, TV, or the internet in the hopes of enlightening the audience on a certain topic.

How and/or why this aspect connects your chosen media product and its audience:

A consequence of the relationship between your chosen media product and its audience:

The suggested maximum for your essay is 800 words (6-7 pages). The quality of your writing is more important than the length of your essay.

Support your discussion with **detail** from media text(s) and/or evidence from other sources.

Begin your essay here:

Burka Avenger, created by Haroon and Unicorn Black, is a ~~kids TV show for~~ Pakistani kids show based in Pakistan. The show itself is about a Pakistani super hero 'Burka Avenger', who dressed in a Burka and fights against evil with only books and pens. Burka avenger tackles many social and political issues throughout the series, all of which are real issues in Pakistan, some of which include women's education, child labour and racism. This unique sense of real world issues, as well as religious accusations against the glorification of a Burka has lead to the show becoming quite popular and to the heated arguments in Pakistan, and the UN. Some of the aspects used in Burka avenger to further create a relationship with. In terms of targett targeting an audience and creating a relationship with an audience in Burka avenger there are 3 three main audi groups, Pakistani kids, Pakistani Adults, and the online community; Unicorn black relates to, and creates a close relationship with these three main audiences ~~without~~ using two main aspects, P.S.A's, and characterization.

A P.S.A, or Public Service Announcement, is a message broadcasted to an audience in the hopes of enlightening and educating the audience on a certain topic. P.S.A's are used throughout Burka Avenger to educate all

three of the main target audiences on the issues of Pakistan, while staying in a kids show format to appeal to the Pakistani kids. An example of this is from 19:30-20:15 of the fourth episode, when Burka Avenger says "Now remember kids, ~~there~~ ~~was no real monster.~~ monsters aren't & are not real, the only monsters are humans." During this episode notorious villain Babba Bandook and his henchmen dress up as a monster to kidnap children and force them into slave labour. While staying somewhat light hearted with comical fight scenes and slapstick comedy, the episode is actually sending out an important message to its target audience. This message is for the kids and Adults of Pakistan to realise just how evil and monstrous humans can be, which co-relates directly to the issues in Pakistan, where the Taliban are constantly pressuring and forcing families to sell their children into child labour. This creates a tight relationship between the audience and the show as the issues present directly relate to the issues in the show. //

The second aspect used in Burka Avenger to create a relationship with the audience is the use of characterization. While everything in the show from the soundtrack to the food is Pakistani in nature, the most ~~or the~~ ~~most~~ effective use of characterization is through the main villain, Babba Bandook. Babba Bandook is present in

almost every single episode of Burka Avenger as the evil force for Burka Avenger to fight against. But while subtle to most, Babba Bandook while normal looking to most, Babba Bandook has in fact been characterized to the extreme by the animators at Unicorn Black, all to target all three of the main and target audiences. Babba Bandook is dressed up throughout the show in Black robes and a bejewelled staff, this targets the Pakistani audiences as his apparel is some what similar to that of the Taliban. He also targets the online community by having characteristics similar to that of villains a stereotypical villain found in western shows, including a deep loud laugh, henchmen, wicked spells, and lots of evil magic. Not only does this use of characterization allow for a deeper connection between the audience and the show, but also allows the connection between the evil of Babba Bandook and the evil of the Taliban in Pakistan. This shows us that the relationship formed between Burka Avenger and the Audience, is not just profit based, but is also used to help enlighten the target audiences of the social change that is in dire need to happen in Pakistan.

The relationship formed between Burka Avenger and its target audience is a deep, and unique one. This is partly based on the fact that unlike any other kids show, Burka Avenger branches beyond the margins of the show itself, and reaches out to the

issues of Pakistan. During the same time as the first episode of *Burka Avenger* was being written another heroine from Pakistan emerged, Malala Yousafzai. Along with countless others Malala had been shot by the Taliban in the process of fighting for women's education, but unlike her fallen friends, Malala survived to tell her tale. Praised for her bravery and courage, Malala spoke at the U.N where she said "I believe that everyone should have a right to an education, boys, girls, and even the children of the Taliban that shot me."

This directly relates to *Burka Avenger* as both on show and real life Hero are trying to send out the same message, that change is needed in Pakistan. While portraying a strong message, the controversy behind *Burka Avenger* has also helped when it comes to sales and popularity, because with over 300 thousand followers on Facebook, before an episode aired *Burka Avenger* gained world wide attention.

It is fair to say that

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M6

High Merit exemplar for Media Studies 91248 2015			Total score	6
Q	Grade score	Annotation		
	M6	<p>Page 3: The candidate identifies the media product and target audience are. The planning page provides additional descriptions of the target audience and the aspect of the relationship.</p> <p>Page 4 (paragraph 1): The candidate provides a good introduction of the media product (Burka Avenger) and its relationship with its target audience.</p> <p>Pages 4 and 5 (paragraph 2): The candidate provides clear evidence of how the media product creates a relationship with its primary audience, offering a detailed example in support.</p> <p>Pages 5 and 6 (paragraph 3): The candidate provides additional evidence on how / why Burka Avenger connects with its audience. An in-depth explanation is offered on the relationship between the media product and the audience.</p> <p>Pages 6 and 7 (paragraph 4): The candidate completes their response with a good comparison between Burka Avenger and Melala Yousafzai, and begins to explain its impact on Pakistani society.</p> <p>Overall, the candidate has addressed the statement (#1) by demonstrating succinctly an in-depth understanding of the relationship between the media product and its audience. To achieve Excellence, the candidate needed to examine the consequences and the effect it has on the relationship, particularly the wider issues and relationship with the international audience.</p>		