

No part of the candidate evidence in this exemplar material may be presented in an external assessment for the purpose of gaining credits towards an NCEA qualification.

2

91248



912480



NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD  
KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

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.**

Not  
Achieved

TOTAL

2

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: The National Geographic Magazine.

Audience: Subscribers, ~~second~~ today's Society members, people around the world.

Statement/quotation number: 3

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

### PLANNING

Description of your chosen media product's **audience**:

Subscribers - email, physical copy, TV networks etc.

Description of ONE **aspect** of the relationship:

~~Changes~~ instant gratification

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

~~Instant gratification~~ new ways to engage new audience members.

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

less copies being bought, increased subscription ~~to~~  
Physical  
to email versions & website views.



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.

ASSESSOR'S  
USE ONLY

Begin your essay here:

The Internet has changed the way relationship between the National Geographic Magazine and its subscribers as the instant gratification we as a society want and almost need. The National Geographic Magazine has been in Magazine form all its life. The physical copy being sold by the millions, all around the world since its creation in 1888. With the increased use of technology, the generations are getting a increasingly shorter attention span and which effects the way the National Geographic is being sold. //

The internet has been popular since the early 2000's, being the new way to learn information and form your own views on events around the world. Before the internet, the National Geographic was "The window to the world" which allowed people to get informed about the world events as the 30 pages spread about the happenings in Harlem in the August

Issue in 1930. ~~W~~ Without the National Geographic, some people wouldn't of known anything about it. But with today's technology, ~~everyone~~ almost everyone knows about the world events, which is a negative thing for the National Geographic. The National Geographic Magazine was a way people knew about world events, especially regarding natural issues etc. It was the National Geographic's goal to inform people about the natural disasters, problems etc that were happening in the world, as back then, they had no way of knowing about it. //

The aspect regarding this relationship is instant gratification. Our ~~current~~ current society wants things to be fast & quick, easily accessible and not a hassle to get. This affects the relationship, as waiting for a monthly subscription to come out is seen as a big ask for our society. Even though the National Geographic Magazine is available online, the recent ~~to~~ decline in subscriptions is credited to the new way people get seemingly all their information - social media.



Social Media is a gift and a curse to Society, as people are ~~ka~~ now instantly informed about events across the world, yet it might not be the correct information that they're needing. Social Media connects the National Geographic Magazine to its audience through the forms created by ~~Anti~~ the National Geographic Society. Eg, their Facebook Page, Instagram account, twitter ~~&~~ Profile etc. These new uses of technology connect this generation to the National Geographic and its correct information about Nature & Society etc. This means the National Geographic is moments away, with a ~~few~~ clicks of a button, you could see all their information, which brings me back to the instant gratification we ~~have~~ as a Society. This affects our <sup>whole</sup> attention span also, which means the National Geographic has had to come up with ways of grabbing our attention. Their stunning pictures advertised is one way they catch people's attention, as the National Geographic Magazine is known ~~to be~~ for their stunning photographs. The increased use of ~~technology~~ ~~within~~ the internet meant the National Geographic Society had to

Create new ways to engage new audience members. This meant they had to be 'up with the kids' and know what appeals to the new generations. ~~Creating the social media~~ Creating different forms of the National Geographic Magazine, such as the kids magazine and kids Website meant the National Geographic ~~ex~~ could engage the younger audience and create life long readers, as they did with the older generations as it was so popular back then, the National Geographic Magazine was everywhere which meant ~~it~~ ~~could~~ the older generations grew up with it, which is a reason why the magazine is so popular today. //

The National Geographic also ~~a create~~ a website, which connected its audience via another form rather than the physical copy. This meant the magazine was available to read multiple ways, which consequently connected even more people to the magazine. The National ~~Geographic~~ National Geographic ~~create~~ created this consequence of having the ~~the~~ //

N<sub>2</sub>

Not Achieved exemplar for Media Studies 91248 2015			Total score	2
Q	Grade score	Annotation		
	N2	<p>Page 3: The candidate identifies the media product, with reference to a generic audience, but with little or no relevant detail on the planning page.</p> <p>Page 4 (1st paragraph): The candidate provides a generic description of the media product (National Geographic) and its audience.</p> <p>Pages 4 and 5 (2nd paragraph): The candidate attempts to address the statement (#3) by referring to the 'Internet' and some generic descriptions on page 5. However, it lacks any clear evidence to support the relationship between the media product and its audience.</p> <p>Pages 5–7 (3rd paragraph): The candidate offers a descriptive overview of the effects of social media on the magazine and attempts to link this to its audience relationship, but lacks clear examples to support the discussion. Overall, the candidate needed to provide detailed examples in paragraphs 2 and 3, as well as offer further information / characteristics of its core target audience to achieve a higher grade.</p>		