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NEW ZEALAND QUALIFICATIONS AUTHORITY
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QUALIFY FOR THE FUTURE WORLD
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Level 2 Media Studies, 2016

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

9.30 a.m. Tuesday 29 November 2016
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 eight 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.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.

Low
Excellence

TOTAL

7

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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 below.

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

Begin your essay on page 4.

STATEMENTS (Choose ONE)

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

1. Knowing its audience is essential for a media producer.
2. Cultural factors play an important role in shaping audience response.
3. Content is the heart of the relationship between a media product and its audience.
4. Emotional engagement is an essential technique for a media producer to create a relationship with its audience.
5. Profit has the greatest influence on a media product.
6. The Internet has allowed the audience to have more control over their relationship with a media product.
7. Data shapes product.
8. Social media plays an important role in developing a relationship between a media product and its audience.

Media product: *Burka Avenger*

Audience: primary audience = Pakistani children aged 4-10

secondary audience = Pakistani Adults third audience = international viewers.

Statement number: **3**

PLANNING (OPTIONAL)

Description of your chosen media product's audience:

Burka Avenger is an animated television show for Pakistani children. BA helps underline a message to both Pakistani adults and international viewers. The message being that everyone has the right to be educated, whether male or female or culture differences.

Description of ONE aspect of the relationship:

PSA - Public Service Announcement
how

E7

The student provides some examination of an implication of the content of *Burka Avenger* in the relationship with its audience.

Characterisation
how the characters in the show relate to the audience.

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

Influences - *Malala Yousafzai* - quote: 'let us pick up our book and pens. Education is a right to each and everyone. They thought the bullets would silence me, they were wrong.'

characterisation

brba bandook - main villain

Burka Avenger - hero / teacher - trained in *takht kabaddi*

three children - *Mooli, Ashu, Imme* - students of BA

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

Malala Yousafzai - in 2013 was shot in the head (left side) and survived. biggest most influential person. Known as the real life BA.

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.

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Begin your essay here:

Burka Avenger is a Pakistani animated television show that has ~~be~~ been around for the last 4 years, since 2013 until present day, though it's still continuing. It is the first television ^{show} in Pakistan designed by a member of the public that once was ^{citizen} Pakistani. They designed the show, the company Unicorn Black and even the theme songs such as 'Burka' and 'Don't mess with the lady in black' when Burka Avenger was released in 2013 so too was Marvel's superhero film The Avengers, giving the designer an influence to ~~the~~ their creation, hence the name Burka Avenger. At the same time as Burka Avenger's first show was being made a young girl, Malala Yousafzai, was shot in the head by the ~~Taliban~~ Taliban. Miss Yousafzai was transported across to the United Kingdom to be operated on, and she survived ~~to~~ the bullet and during her ~~long~~ hospitalisation recovery she wrote a book about her incident. Malala Yousafzai's shooting and recovery was broadcasted on the television world wide, reporting how she survive the Taliban attack and that her book titled 'Malala' was the most brighted book world wide. She also became the most influence person to all. ~~to here her book 'Malala' she talks about~~ Then Burka Avenger, a few months after Yousafzai's attack, was released

to public via face book, just the first episode. by Unicorn Black having done that, created a major public out burst of rage, as to ~~them~~ Unicorn Black taking Yousafzai's shooting as an opportunity to release their creation Burka Avenger. At the end of the episode Burka Avenger talks about what happened during the episode and that everyone has a ~~right to~~ right to be educated, then she says "so let us pick up ~~of~~ our books and pens," which is a direct quote from both 'Malala' and Yousafzai's UN speech. But what Unicorn Black said was that Burka Avenger, during the Taliban attack, was being created, ~~and only~~ Malala Yousafzai became a huge influence towards Burka Avenger and herself somewhat became Burka Avenger, as she has given the girls back at home a ~~the~~ voice as Yousafzai stated in her speech. "I give the voiceless a voice" and "They thought that the bullets would silence me. But they were wrong."

~~But Malala isn't the only~~
But Malala Yousafzai isn't the only reason why the audiences of Burka Avenger, watch Burka Avenger, ~~there~~ the characters of Burka Avenger do too. Burka Avenger herself for one is a school teacher and her name is Jaza Liya. She was orphaned as a child, which is

something a lot of the primary and secondary audience can relate too, and was adopted by a kind ~~man~~ man and his wife. He ~~to~~ taught her the ancient art of Takht kabaddi which is being able to fight her enemies with locks and pens, and advance acrobatics. When there is trouble Jyoti becomes Burka Avenger. ~~at~~ wearing a burka to hide her identity to the public, making only ~~her~~ her eyes and fingers visible. Her burka can open up to the length of her arms to allow her to fly/glide down from roofs or higher ledges. This ability was taken from batman's costume. ~~Burka Avenger's main villain Baba Bandook is a stereotypical villain.~~

Burka Avenger's main villain Baba Bandook is a stereotypical villain. He has a dark costume and he has an arsenal ~~for~~ of different getaway items such as a hot air balloon to a monster truck, well it's actually a four wheel drive. Bandook has an evil laugh that comes up constantly when he is plotting his next idea to get child labor or to stop schools. Baba Bandook even has his on theme song that plays every time ~~it~~ he is shown on screen which simply repeats his name a few times.

the three main childreer children of Borka Avenger Ashu, Imme and Modi plus Modi's goat ~~to~~ all relate to the primary audience ~~Pakistani~~ Pakistani children aged 4-10 as these characters are similar ages and a typical group of children in any show, the smart one, the sporty one and the nerdy, geeky one.

In Borka Avenger there is ever a moment in around the middle of the show that shows a breaking news scene scene which the secondary audience Pakistani adults can relate to as ~~they~~ there is ~~an~~ adult comedy in there that isn't anything disturbing so that children can't watch it, but it is that fact that the man who does the breaking news talks very slowly while the woman over reacts about the incident which the adults can relate to.

Extra space if required.
Write the question number(s) if applicable.

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