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91248



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

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Mana Tohu Mātauranga o Aotearoa  
New Zealand Qualifications Authority

## Level 2 Media Studies 2023

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

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 four 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 2–10 in the correct order and that none of these pages is blank.

Do not write in any cross-hatched area (DO NOT WRITE). 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.**

**High Achievement**

**TOTAL 04**

## Page 1

### INSTRUCTIONS

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

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

### STATEMENTS (Choose ONE)

1. There is always a two-way relationship between a media product and its audience.
2. Design elements are informed by a media producer's understanding of their audience.
3. Marketing is the most essential ingredient for the success of a media product.
4. A media product should appeal to an audience's emotions.

**Media product:**

**Audience:**

**Select your statement:**  ▾

### PLANNING

**B** *I* U |  ▾ |  ▾ |  

p1: intro

p2: internal appeal

- marketed itself highlighting key themes such as love and romance - maslows hierarchy of needs = love/belonging
- using references from 80s films to grab the attention of the audience.

p3: external appeal

- twitch - 4 hour livestream with chatters interacting
- youtube - 1b active users - showed the first 8 mins of stranger things
- social media - social media accs - prosumers (ppl who create content related to ST)

p4: conclusion



## 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 |   |  

Stranger Things is a Netflix Original series that was released on 15 July 2016 and is directed by the Matt and Ross Duffer (also known as The Duffer Brothers). Stranger Things was a supernatural show that was set in the 1980s and told the story of Lucas, Dustin, Will, and Mike who lived in a small town called Hawkins, Indiana and would discover the supernatural world of the upside down, encounter a girl with telekinesis named Eleven and find out the dirty secrets that are kept within the Hawkins lab. This show would become considered a hit and through the use of marketing, succeeded in grabbing the attention of its target audience, which were those who grew up in the 80s.

One of the key aspects that was heavily used within the marketing of Stranger Things was displaying the intertextual references to films that were from the 80s within its trailers, scenes and overall story. As mentioned before, the story focuses on a group of boys in a small town, which was one of the key characteristics that were popular within similar supernatural genre films from the 80s such as The Goonies and Stand By Me. These two films feature stories that surrounded a group of boys and each had a purpose in seeking the truth, such as in Stand By Me where the boys try and find a body, which is similar to the storyline within Stranger Things where Lucas, Dustin and Mike try to find their friend Will who mysteriously disappeared. This heavily implies that the show was marketing to an audience that grew up in the 80s and wanted them to experience the nostalgia that is placed within the show through the intertextual references and overall story. This helped establish an audience that grew a personal connection with the young boys in the series, fitting into the media theory of Maslow's Hierarchy of Needs under the category of love and belonging where the audience grows a huge attachment to the relationships within a media product. In this case, it would be the friendship between the group of boys and later on the additional character of Eleven with the group of boys. For this audience attachment to happen, the series marketed these boys within the trailer and prominently had the story focused solely on them which references films such as Stand By Me and The Goonies. Other intertextual references include character references between Eleven and the young girl from the film Firestarter, where in both mediums, they are young girls who inherit telekinesis and are heavily experimented on by scientists, and another reference to E.T. with Eleven and E.T. are seen as "alien" like characters and the efforts that they both have in trying to be normal such as through the scene of Eleven dressing up as a normal girl. Along with creating a relationship with characters, the intertextual references would heavily imply the nostalgia feeling that the show would have on their audience which were those who grew up in the 80s. The Duffer brothers purposely put in these intertextual references to market the show as one that is dedicated to a genre of films that were heavily popular in the 80s and as a show that those who grew up in that era could enjoy.

Another important key aspect that Stranger Things used were external appeals. External appeals were needed in order for the show to make a name for itself and for hype to be created for the show's premiere. It was also needed to be able to grab the attention of the audience that the show was intended for, being those who grew up in the 80s, and how they marketed Stranger Things were through the use of digital platforms which at the time were considered a different approach from traditional marketing that TV shows had which were through uploading trailers. However, unlike the traditional marketing techniques used, the marketing for Stranger Things aimed both the reach of its target audience and to create people who were loyal to the show. How this can be seen is through the online marketing that Netflix did before the show premiered. On the 14 July 2016, a day before the show's premiere, Netflix would upload the first 8 minutes of the first episode of Stranger Things onto Youtube, a social media platform that had 1 billion active users on the site. This led to curiosity and hype surrounding the show as this method of marketing with the use of Youtube was relatively new and the sudden appearance of the show gained interest from its target audience. Another way that Netflix used external appeals were through using social media websites and live streaming platforms such as Twitch. These platforms alongside Youtube helped market the show to a wider audience while still attracting the attention from the intended target audience. On Twitch, Netflix would host a four hour long live stream with featured prominent Twitch streamers and were set in a basement which was a famous setting in the show. These streamers would have the viewers, known as chat, vote for what they'd do within the basement and the last few mins of the livestream would have the both the viewers and streamers watch the first 8 minutes of the show. Through the livestream, Stranger Things would be marketed through word of mouth and the interactions that streamers were able to have with viewers in how they could vote for activities that were related to Stranger Things. This created hype for the show, and created interest within its audience.



Another method was social media as mentioned before, Netflix knew that marketing the show through social media would be beneficial in attracting the audience and creating a relationship with possible viewers and the show itself. Stranger Things would have social media accounts that were dedicated to sharing content that was Stranger Things related in multiple platforms such as Instagram and Twitter, with one famous account being an account about the writers of the show itself and a meme page where it popularize hastags such as #worldupsidedown and #justiceforbarb. The immense social media prescene that the show had helped continue to gain an increasing audience, curious onlookers and create a relationship with fans of the show. This general consesus of social media marketing helped further the curiosity that Stranger Things had amongst it's audience and continued to help develop a loyal fanbase throughout the multiple seasons that the show would have. Through the use of external appeals, the show would grab the attention of it's target audience and continue to maintain a strong audience throughout the show's airing period.

Stranger Things would be considered a hit and through the use of marketing, succeeded in grabbing the attention of it's target audience, which were those who grew up in the 80s. Marketing techniques such as using intertextual refrences within the story to create nostalgia, and using external appeals such as social media and youtube have helped Stranger Things reach out to it's target audience and overall it's success.

1174 WORDS / 800 RECOMMENDED

## Achievement

**Subject:** Media Studies

**Standard:** 91248

**Total score:** 04

Q	Grade score	Marker commentary
1 (3)	A4	<p>The candidate provided a detailed description of the relationship between Stranger Things and its audience, in response to statement 3: "Marketing is the most essential ingredient for the success of a media product". The response to the statement was tenuous at times, particularly in the paragraph on intertextuality. It was not clearly established how this design feature of the text constituted "marketing", and therefore this paragraph came across as rote-learned material, with only a limited connection to the chosen statement.</p> <p>The material in the rest of the essay was more relevant. Descriptions were detailed, coming close to the depth of explanation required to gain a Merit grade, but there was not enough in-depth unpacking of how and why social media and other marketing strategies were used to create a relationship. To gain Merit, more effort could have been made to select and link material more closely to the chosen statement, with media theory used to explain how and why the marketing strategies helped to secure a relationship with the audience.</p>