

91251



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NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

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SUPERVISOR'S USE ONLY

Level 2 Media Studies, 2014

91251 Demonstrate understanding of an aspect of a media genre

9.30 am Thursday 20 November 2014

Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of an aspect of a media genre.	Demonstrate in-depth understanding of an aspect of a media genre.	Demonstrate critical understanding of an aspect of a media genre.

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 statement 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.

TOTAL

ASSESSOR'S USE ONLY

INSTRUCTIONS

Choose ONE **media genre** that you have studied.

Write an essay discussing **an aspect** of your chosen media genre, by responding to ONE of the statements below.

In your discussion:

- describe an **aspect** of your chosen media genre
- explain how and/or why this aspect has an **impact** on the media genre
- examine the likely **implications** of this aspect for the media genre and draw **conclusions** based on evidence
- include **supporting detail** from at least TWO media texts and any other relevant sources.

Use page 3 to write your chosen media genre, your chosen statement number, and to plan your essay.

Begin your essay on page 4.

STATEMENTS (Choose ONE)

The statements below relate to aspects of a media genre.

1. Genres need to change to survive.

Discuss a significant change that has taken place in your chosen media genre.

2. Audience expectation and response are important when considering genre.

Discuss this in relation to your chosen media genre.

3. Genres are constantly reinventing themselves.

Discuss the ways this has occurred in your chosen media genre.

4. The desire to make money is a key aspect in any genre.

Discuss the way your chosen media genre has been shaped by commercial considerations.

5. Satisfying audience expectations can be like walking a tightrope. You don't want to play it too safe because audiences will become bored, but you can't challenge your audience too much or they won't get it.

Discuss this in relation to your chosen media genre.

Media genre: _____

Statement number:

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

PLANNING

Description of an **aspect** of your chosen media genre:

How and/or why this aspect has an **impact** on the media genre:

Likely implications of this aspect for the media genre:

Support your discussion with **detail** from at least TWO media texts and any other relevant sources.

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

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