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## Level 2 Media Studies, 2015

### 91251 Demonstrate understanding of an aspect of a media genre

2.00 p.m. Monday 16 November 2015  
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 of the five 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.**

**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. When a society's preoccupations (e.g. expectations, hopes, concerns, fears, tastes) change, so does a genre.

Discuss a significant change that has taken place in a genre you have studied.

2. Genres thrive (grow, develop, change) when media producers modify conventions.

Discuss how and why this has occurred in a genre you have studied.

3. As an audience becomes used to a genre, they demand more from it.

Discuss to what extent this is true in a genre you have studied.

4. Audiences expect both familiar and original elements in media genres; too much or too little of either will lessen the appeal.

Discuss, in relation to a genre you have studied.

5. The familiarity of a genre provides economic benefits to media producers.

Discuss to what extent this is true in a genre you have studied.

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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