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2

91251



912510



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

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.

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Low
Achievement

TOTAL

3

ASSESSOR'S USE ONLY

* Genres need to change to survive *

4

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 at least TWO media texts and any other relevant sources.

Begin your essay here:

Road movies as a genre need to change to survive, this is because ideas of what society thinks ~~are~~ ^{is} important are always changing.

"Road movies are about 'the other' from those who are different in a world constantly challenging these ideals. Road movies are a form of resistance." - Walter Salles (director of *On the Road*). Road movies frequently change due to society. ~~For example~~ ^{Thelma and Louise} changed the gender roles around resisting the stereotypical male lead. Instead using two females. *Little Miss Sunshine* focuses on family values and coming together. Road movies ~~are about finding what's important and base on society's challenges~~ are empowering to people, being why they survive today.

Road movies as a genre became very popular after WWII, Americans ~~lost sight of the~~ needed ~~#~~ to be reminded of their freedom and power. Through road movies this was shown and Americans were reminded what was really important to them. In the 60's & 70's road movies became increasingly popular.

5

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This was due to, "On The Road" and "Wild at heart" stories about men trying to find freedom by travelling America left Americans questioning if they really did have freedom. This development in the film's moral story is always changing based on the challenges in society at that time. After 9/11 and the terrorist attack on the twin towers the focus ~~on~~ for road movies became what Americans started to value most being coming together & supporting each other. Road movies forever change ^{to} ~~focus~~ ^{on} making the audience think and empowered. *Thelma and Louise* empowered women around the world as a road movie.

Thelma and Louise, by *Joey Wildley* ~~a~~ is a road movie that ~~came out~~ ^{opened} in 1991. It is an empowering movie for women at this time, seeing as all other road movies, such as *Vanishing Point* and *On The Road* had previously only starred male leads. *Thelma and Louise* ~~changed~~ ^{broke} the boundaries of the classic road movie and inspired women everywhere to empower themselves and their lives. This change to road movies as a genre introduced the role of strong female leads which showed women across the world they didn't have to put up with being a stereotypical suburban housewife. For example, in *Thelma and Louise*, at the start of the movie, *Thelma* is

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USE ONLY

*Genres need to
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6

ASSESSOR'S
USE ONLY

a perfect housewife. until her friend Louise asks her on a road trip. Thelma instantly thinks to ask her husband, "Is he your father or your husband?" Louise points out. Thelma is naive and clueless to the world spending her days making a home. As her husband leaves for work she asks, "Is there anything special you want for dinner?" The audience can see what she truly values. As the movie progresses, the audience sees Thelma develop as a character at the near end she ends up standing up for her rights against a sleazy Truck driver. Changing the gender of the lead roles in this genre was a bold move but was a good idea for movement in Road movies. to keep up with what society valued at this time. ~~Although~~ Because of the roles had been reversed ~~many~~ ~~often~~ Thelma and Louise became a controversial topic. The movie starred on the front cover of Time magazine. This changed as society did maybe even ahead of its time.

Another example of this genre changing to survive was more recent, being released in 2006 Little Miss Sunshine by Johnathan Irvine focuses on family values and coming together. After an 9/11 ~~an~~ ~~attack~~ a terrorist attack on America, Americans were faced with focusing

on - what was important to them. Changing the focal point on this genre again Little Miss Sunshine reminded people that family was important and ~~was~~ could stick together no matter what. In Little Miss Sunshine the audience meets an 11 year old girl with quite a dysfunctional family, despite the difference in characters the family sets off on a road trip to a beauty pageant Olive is performing at. During this movie the family faces many bumps along the way, firstly the Grandpa dies on the way to the pageant. Sadly for Olive he was her coach and this upsets the family but they come together to help and support each other & carry on their journey. Secondly when Dwayne (the teenage brother) who is under an oath of silence until he gets to the airforce finds out he will never be a pilot has a mental breakdown screaming, "F**K YOU, all of you" Even though he says this to his family they still show love and support. Lastly, when the family comes together at the beauty pageant and realise they have what they really need, each other. Road movies at this time reminded Americans of what was important and how family values were strong at this time in society. Meaning road movies could survive as a genre.

As ideas in society are frequently changing it

is important as a genre road movies keep up with this. Road movies can face few implications, the main one being they could become irrelevant to society's ideas at the present time. For example *Thelma and Louise* is still relevant in the present day because women are still fighting sexism and need empowerment but with a movie like *On the Road* or even something earlier, Americans have discovered all they could of America and are confident in their freedom. So they would be classic movies but the message is somewhat irrelevant. Another implication road movies face is the changing technology with cars and transport. So for road movies it is best if they use classic vehicles because it makes it still relevant today.

In conclusion Road movies as a genre are always changing and progressing to survive and appeal to a growing audience. Road movies are to challenge the thoughts and beliefs of many. A strong form of resistance.

Sufficient for 03 Achievement.

Describes an aspect of the media genre, (change) with supporting detail from two texts, but the description is weak. The essay focuses on two texts rather than discussion of the genre as a whole.

Although the student attempts to discuss implications these are weak and unsubstantiated.

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**High
Achievement**

TOTAL

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

Begin your essay here:

A genre is a way in which a media product is ~~organized~~ categorized, an example of this would be American Domestic Sitcoms. This genre is a type of t.v show that shows a suburban household which was established in the 50s. An aspect that changed overtime in this genre is the role of the father. When this ~~the~~ genre first started, ~~there was the father who~~ there was the father who made all decisions and the mother who took care of ~~the~~ the kids, ^{the} house and supported her husband. As society changed so did t.v shows. Three particular t.v shows in this genre we see a change in are Father knows Best (1954), The Brady Bunch (1969) and Modern Family (2009). During the time of Father knows Best, ~~the~~ fathers were known to have the most authority in the family. We see this in the character Jim Anderson, he was the one that made all the important decisions in the house and the only one that made money. Since Jim was the man of the house he recieved a lot of respect from people. Some values/morals that Jim wanted his three children to follow was that none of the kids should ever lie and every family member should fulfil every promise they

make Jim's wife Margaret Anderson supported everything he said. Jim Anderson was so used to having that father authority/power over his family that he couldn't accept that he was going to lose it soon. We see this in an episode called 'Grandpa Jim', in this episode Jim is starting to realize that he is getting old and his kids are growing up. He feels that if his kids grow up and have a family of their own, they will no longer listen to him. Margaret starts to see Jim worrying about this and plans to do something with the kids. Her plan was to make the kids play around and fight as if they were young. Looking this we see Jim relieved that his kids are still young and he is still their father. We then hear his wife Margaret say "great work kids!" This shows that Jim's family need to remind him that he will always ~~pro~~ have the role of the father. This is what gave the 50s society an idea of how a household should be, so many fathers at this time were just like this.

Later ~~moving~~ towards the end of the 1960s, a show called the Brady Bunch was ~~rele~~ released. At this point because of another t.v show the father's role wasn't taken serious. During this time the fathers role became more relaxed and less high. ~~It~~ It was quite known for families to be separated, for example a father living alone

with kids or a mother living alone with kids. We see this is the Pilot episode of The Brady Bunch. In this episode it is the father's (Mike Brady) 2nd wedding. ~~Mike Brady~~ The audience is able to tell that Mike is nervous. In the 50s what a father would do is not show that he is nervous and think about it himself, because of his pride and the respect people have for him. Contrasting to this, in the pilot episode Mike sits down to have breakfast with his sons and everyone can tell he's extremely nervous. We then hear his son say "it's a normal male reaction to feel nervous dad." This is a change because normally a father from the 50s would never take advice from his son. In this show we see this change because Mike and his sons only have each other to rely on so ~~it's not~~ to them it doesn't matter if the father isn't as ~~authoritative~~ authoritative.

According to an article by David McGhee and Bryce Hartley on a family ministry website, the more recent the show is the more ^{fatherly} ~~fatherist~~ the role of the father is portrayed. A t.v show that proves this statement right is Modern Family. In this t.v show we see that the father (Phil) is more interested in being ~~and~~ friends with his children rather than a father. The audience get an idea that if you relate to your ~~kids~~ kid's age they will be more closer to you.

rather than if you're their father. A part of the pilot episode we see this in 6 when Phil is talking to the camera (mockumentary style) and says "I'm a cool dad... I text lol.omg..." In ~~the~~ the same episode we are able to tell that women are now almost equal, his wife Claire also works and in fact has more say in family decisions because of how foolish her husband is. An example of this from the same episode ~~is~~ is when their daughter brings a boy home and instead of the father greeting him first the mother did. ~~The father~~ The father is known to be threatening towards ~~his~~ ^{their} ~~daughter's~~ daughter's boyfriends, but in this episode the audience see that Claire has to tell Phil to scare the boy and even then he doesn't do a great job of it.

American Domestic ~~Sitcoms~~ Sitcoms have changed because of the way ~~society~~ society has been influenced. We are able to tell that ~~the~~ the father is now not the only knowledgeable person in the family.

Sufficient for 04 Achievement. The candidate has described a specific change in the genre and has provided supporting detail from at least two media texts.

To develop to Merit level achievement, the candidate needed further discussion and explanation of how and/or why this change came about. They start to do this with discussion of the family ministry website information, but the candidate does not develop this discussion with explanation of how and/or why.