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2

91251



912510



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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.

Low
Excellence

TOTAL

7

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: Superhero GenreStatement number: 5*Note: Responses made in this space may be used as evidence for assessment.***PLANNING**Description of an **aspect** of your chosen media genre:Superhero Genre

Commercial Consideration

Franchising

"A Film ~~that has potential to~~ that is, or has the potential to be part of a series that lends it self to merchandising"

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

Marvel - Control

Humour in Iron Man 1 → Current Films

Avengers → Guardians of the Galaxy

Team movies = \$\$\$

Stan Lee Cameo

Comic Books = Pre-existing fan base

Likely implications of this aspect for the media genre:

DC see Marvel Success and are
 setting up for Team movie like Avengers
 = Justice League
 Arkham Knight Game
 Flash, Arrow, Gotham

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.

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Begin your essay here:

is a ~~familiar~~ genre that all are familiar with and
The Superhero Genre is a big genre in the ~~film~~ ^{media} industry. It generates ^{millions}, if not, billions each year through various of dollars each year through various mediums such as films, television series, ~~games~~ a video games and so on. Companies such as Marvel and DC have tapped into this industry and ~~are~~ have ^{been} making big cash in these past few years and plan to continue doing it. Much like Western films back in the day, Superhero films are a big hit currently, with a new film coming out each year. The producers of these films are catching on, and are considering how they can boost the commercial ~~aspects~~ and economical aspects of these films to their full potential.

The Superhero Genre is a classic. It began in the early 1900's, around the war times to provide an audience with an escape from the harshness of reality. They would often also try and unite people together to fight a common enemy.

In your typical superhero ~~film~~, you have a hero who often will rise to power, ~~become loved by the masses (including the audience)~~ or discover a hidden power, become loved by the masses ~~&~~ (including the audience), and take down ~~an~~ someone whom all would consider an enemy, often because ~~he/she~~ ~~pos~~ they pose a threat to humanity as a whole. The superhero genre started out as comics, and moved on to films and other forms of media as time has passed and has grown a significantly large fan base of all ages. ~~Big~~ Comic book Company Marvel, ~~who was one of the first to produce media for this genre,~~ are a very big name in the superhero genre, as they were one of, if not, the first to create and produce media for this genre. Over the years, as Marvel have amassed a cult following from their comics, many have become familiar with their work, ~~seeing~~ ~~that~~ Recently, Marvel have taken notice of this and have begun ~~franchising~~ franchising their work to boost their economical benefit. Franchising is when a media ~~of~~ or film ~~has the~~ is a part of, ~~or~~ has the potential to become a series and lend itself to merchandising. Marvel's commercial consideration

has significantly helped them boost their profits from their work in the superhero genre.

Marvel's first ~~fit~~ big film in the superhero genre was "Iron Man I", the first Iron Man. It was about Tony Stark, a ~~humorous~~ humorous billionaire ~~CEO~~ who stops terrorists with a suit ~~off~~ of armor he builds when he is kidnapped. This film had a big production cost of over \$100 million, but grossed around \$585 million in theatres worldwide. Marvel found out from this film that audiences love a few things in this genre: Action, Humour, and Unity between characters. With this in mind, they began planning future films containing all these integral parts within. Their following films were a big success. After the ~~success~~ popularity of Iron Man, a few years later they released the film "The Avengers", containing many of the other superheroes they had established ~~thru~~ through their comics and previous films. This ~~was~~ film was a record for Marvel, grossing over \$1.5 billion U.S. dollars. This film contained all the aspects of the first Iron Man and contributed to its success. This film also got the audience hooked on the other characters of the Marvel universe.

and opened a new door for Marvel in the way form of "Origin Stories", films telling the audience about the lesser established characters of the universe. An example being "Thor", a god of Norse Mythology who wields a powerful hammer named "Mjolnir". Before ~~Avenger~~ The Avengers, Thor was not too popular, however after its release, Thor's popularity skyrocketed and led Marvel to make the sequel "Thor: The Dark World". Audiences wanted to ~~familiarize~~ familiarise themselves with the ~~big~~ characters of the universe and so went and saw the film. Marvel was now making more money, and were aware of it too, as they were expertly franchising their work so that audiences wanted to familiarise themselves and learn more, which in turn provided the producers at Marvel more economic benefits. Seeing all this previous success, Marvel began planning and have stated that they have a plan all the way to the year 2020 of all the films they will release, and ~~why~~ in a specific order, and why. As ~~Marvel~~ Marvel was aware that The Avengers was popular due to its humour and teamwork (which audiences loved), they made "Guardians of the Galaxy", a film about a rag-tag group of space pirates who save a planet.

from a ~~space~~ hammer wielding Villain controlled by an evil space titan named "Thanos". This film contained all the aspects ~~that~~ that the Avengers had, which audiences loved, which resulted in it being a box-office success. This ~~film's, as well as~~ film's success, as well as others, was also partly due to the pre-existing fan base that was built from the comics, which

A lot of Marvel's success in their films ~~superhero genre~~ was because of its pre-existing fan base which was established through their comics. A majority of the fan base was familiar with the universe from the comics and so attributed to the success of the films. To appeal to their audience, they also often tend to have a scene after the credit reel that hints at an upcoming film. This appeals to the die-hard comic lovers as often these scenes contain references to the comics, but also appeals to the audience as a whole as it peaks their interest and forces them to watch the next film.

D.C., another ~~superhero~~ company with a foothold in the superhero genre are seeing the success of Marvel and are trying to get into it too, as they also

have a cult following due to their comics. They have released films such as "The Green Lantern" and ~~Bat~~ the Dark Knight Series (Batman) and are even lining up their films for a "Team Movie" like ~~A~~ The Avengers called in to the form of "The Justice League" to see if they too can franchise their work like Marvel. To see if they can use the familiarity of the genre to boost their economical gains. However, due to Marvel's ~~such~~ strong hold on the film industry side of the superhero genre, they are expanding ~~to~~ onto other mediums of media. They have successful ~~film~~ TV series like "The Flash" and "Arrow" and even have a ~~successful game~~ Companies making successful games about their characters like the "Arkham" ~~series~~ series for Batman, or "D.C. Universe Online", an massively-multiplayer online game set in the D.C. Universe. D.C. are ~~tryin~~ ~~taking~~ considering the commercial side of the superhero genre to boost their profits.

There is a downside to all the Superhero Flavour in the water however. Like the Western Genre, ~~so~~ the Superhero Genre is a big

hit, but could die out due to an oversaturation ~~of films~~, as so many in the media, as so many things about superheroes are coming out. However, there is also an upside, as ~~there is also~~ will always be something positive for people to see. Recently, there was a bombing in Paris, ~~in~~ France where hundreds died from the terrorist attack. This sparked the world to unite with many countries illuminating their big buildings, like the White House in the U.S., or the Sky Tower here in New Zealand with Red, White, and Blue lights ~~for~~ to resemble the flag of France as a symbol of support. As the superhero genre provides escape and promotes unity in tough times of terror, Marvel and D.C. ~~will~~ ^{will most likely} release some form of media for the hurting to see.

In conclusion, the familiarity of a genre provides economic benefits to media producers as big companies such as Marvel and D.C. have taken a range of ~~commercial~~ commercial aspects of the superhero genre into account and have considered how they can use these aspects to boost their economical gains.

Low Excellence exemplar for Media Studies 91251 2015			Total score	7
Q	Grade score	Annotation		
	E7	<p>The candidate demonstrates a sound understanding of the 'superhero' genre. They focus clearly on the commercial considerations of the genre and provide detailed evidence (from both primary and secondary sources). The candidate secures Excellence with discussion of the impact of the commercial success of marvel on other franchises such as D.C. This implication is then strengthened through discussion of how the genre has impacted on other medium (specifically T.V.).</p>		

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High
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TOTAL

8

ASSESSOR'S USE ONLY

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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: Superhero genre

Statement number: 3

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

PLANNING

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

Cinematic universe → eg Marvels.

Continuous storyline and recurring characters.

Iron Man, Thor, Captain America, Hulk → Avengers

plays on escapism of Fantasy sci-fi umbrella.

MCU

Born from comic books.

Avengers } MCU
Antman }

Avengers 1 grossed over \$1.5 billion

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

MCU revolutionised genre.

This was a big new thing.

More excitement

→ higher stakes, more technology like CGI

More heroes

Thor 2 - \$645

stand alone films unsuccessful

Bigger budget

CT 2 - \$715

w/ Falcon

Green Lantern movie \$220 million

Scarlet Witch + Quicksilver in Avengers 2.

Avengers 1 - \$220 mill

2 = \$279.7 mill

"as long as the filmmakers keep reinventing, the audiences

Batman vs Superman

will still go" - Chris Evans

suicide squad

3 PC catches up

Likely implications of this aspect for the media genre:

Collabs

spiderman vs Superman

clash of the universes

expect more...

Demand for more flexibility

in tone

Thor = fantasy

CT 1 = WWI film

CT 2 = spy

COCA = sci-fi.

Fall

Filmmakers can only give so much.

"One thing I know is that the superhero genre is not stagnant... the climax will inevitably be followed by a denouement." James Berardinelli

"These cycles have a finite time in popular culture" - Stephen Spielberg
and wear out when the western died... the superhero movie will go the way of the western"

Fourth function of genre "to create a relationship between audience and producers which minimises the risk of financial failure"

As an audience⁴ becomes used to a

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:

Audiences constantly expect more from a genre as they become used to it. In order for the genre to be successful it must meet this audience expectation. The superhero genre has the audience expectation of a cinematic universe, which was a new thing not so long ago.

Now they have got used to it and want more. The aspect of a cinematic universe has impact on the genre by making ~~less~~ stand-alone or even single superhero films less successful so producers have to give more. An implication of this is that superhero films are taking on more tones and collaborations are likely. Another implication is that producers have ^{as prod} more freedom due to popularity, but also must give more. Another implication is that the genre will one day fall as producers can only deliver so much.

The superhero genre is one of the most popular film genres right now. Based off comic-books, the genre has the perfect mix of nostalgia and excitement to be popular. Audiences love the action, the romance, and the comedy. The genre is based off the fight between

genre, they demand more⁵ from it.

Good and evil, both sides being supercharged. A superhero is someone with unique capabilities or technology and generally uses this for good. The good (us) always triumphs over evil (them). For this reason the genre is particularly popular in times of conflict, hence its resurgence after 9/11.

An aspect of the superhero genre that audiences expect to see is a cinematic universe. A cinematic universe is where there has a consistent storyline and recurring characters that appear in each other's films. Cinematic universes have sequels and team-ups that work together for a master plan. The Marvel Cinematic Universe, with heroes like the Avengers, Guardians of the Galaxy, and Antman, set the expectation for this after the 2012 Avengers film. This film was incredibly successful, grossing at around US\$ 1.5 billion worldwide. Audiences loved it, and from it grew the audience expectation of a cinematic universe. Comic book fans long since expected it to occur due to the comicbook universe, but the Avengers pushed it into the mainstream. A cinematic universe ~~at~~ plays on the escapism of the fantasy-sci-fi genre ~~that umbrella~~ (that the superhero genre fits into) by allowing audiences to completely immerse themselves in it.

As an audience, becomes used to a

Marvel has TV shows like Agent Carter and Agents of SHIELD which allow audiences to never leave the cinematic universe. Audiences can immerse themselves in the genre

Audiences have become used to the cinematic universe and the impact this is having on the genre is that films ~~must fit into it to be~~ ^{have to be} successful, as producers have to make films more exciting. To make films more exciting producers have to have more team-ups, higher stakes, and more advanced technology like CGI.

Stand alone films no longer make the cut, with the Green Lantern grossing at around US\$220 million. Fans weren't able to get lost in the film in the same way, so it was less successful.

Even films with one superhero, which used to be the norm, are less successful now. Thor: The Dark World had only Thor as a superhero in it and grossed at US\$ ~~550~~ ⁶⁴⁵ million, despite still being in

the cinematic universe. Captain America: The Winter Soldier as a result saw Captain America, Black Widow, and newby Falcon. It grossed at US\$715 million. More heroes makes the film more exciting for audiences because it shows that the villain is stronger and it is harder for good to prevail. Audiences became used to seeing one superhero and demanded more. Another way that producers make films

* have to be more exciting and feel new to audiences.

genre, they demand more from it.

more exciting is by increasing the budget. A bigger budget means more CGI and presumably increased quality. The first Avengers cost US\$220 million to make, while the second cost US\$279.9 million. Two new heroes were also introduced, Scarlet Witch and Quicksilver. This made the films ~~more~~ new for audiences. The superhero genre has also had to take aspects from other genre to stay new, exciting and relevant. Audiences get used to consistent tones and demand more. Thus the impact of this is that producers are increasing variety. Thor is more fantasy, Captain America: The First Avenger was a ~~WWII~~ film, Captain America: The Winter Soldier was a spy film, and Guardians of the Galaxy a science-fiction. Due to all fitting into the cinematic universe they are successful, but because audiences were used to the genre, more was demanded resulting in exciting genre mixes. The superhero genre is constantly have to change to meet audiences expectation. Chris Evans, who plays Captain America said "as long as filmmakers keep on reinventing audiences will still go [to superhero films]". The audience expectation ^{of a cinematic universe} is general now for even moderate success. In order to be more successful producers have to push boundaries to meet audience

demand, resulting in more team-ups, larger budgets, and a variety of tones.

A likely implication of audiences constantly demanding more as they become used to the superhero genre is that the genre will fall. The genre has already been pushed very far with cinematic universes being a minimum expectation. There is only so far they can go. Marvel has a plan until 2019, after which there may be no greater height. The ~~the~~ only further thing I could think of that producers ~~could~~ do to meet increasing audience expectation would be a collaboration. The Marvel and DC universes could collaborate, ~~re~~ reminiscent of the "Spiderman vs Superman" comicbook. Filmmakers can only give so much and after this height the genre will fall. James Berardinelli said "One thing I know is that the superhero genre is no stagnant. the climax will ~~is~~ inevitably be followed by a denouement". Audiences will become used to all the genre can give and it will fall from popularity. The function of genre of "creating a relationship between audiences and producers which minimises the risk of financial failure" in the Superhero genre relies on meeting increasing expectations of audiences. When this can no longer be done, as audiences become used

2, They demand more from it.

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to all ~~a~~ ^{or} the aspect of a cinematic universe can offer, the genre will not meet this function and fall. This is a cycle often repeated in media history. Stephen Spielberg said "We were around when the western died. The superhero movie will go the way of the western". This seems likely as the superhero genre follows the pattern that saw ~~a~~ large popularity for Monster movies in the 1920-30s, Westerns in the 1940-60's and actions in 1980's-1990's. ~~There~~ These genre's all reached peak popularity then decreased in popularity as producers could no longer meet audiences expectations. Audiences are becoming ~~to~~ used to the superhero genre and are demanding more from it with a cinematic universe as a base line. A likely implication of this is that ~~the~~ producers will no longer be able to meet audience expectation and the genre will fall.

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The superhero genre is incredibly popular right now. Audiences expect to see a cinematic universe so they can get lost in it. An impact of that is that films are having to be new and exciting within the universe. Stand alone films are ~~less~~ unsuccessful and single hero films less successful than team-ups. The genre also has to borrow tropes from other genres.

as audiences ~~beco~~ get used to the genre. An implication of increasing audience expectations with the cinematic universes of the genre is that the genre can not be successful forever. For now though we can enjoy the genre, before its eventual demise.

High Excellence exemplar for Media Studies 91251 2015			Total score	8
Q	Grade score	Annotation		
	E8	<p>The candidate presents a strong, focused argument about audience response to the genre. This is backed-up with solid evidence, including box office figures.</p> <p>Implications for the genre are well supported, with reference to critical material, and case studies of other genres.</p>		