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93303Q



Mana Tohu Mātauranga o Aotearoa
New Zealand Qualifications Authority

Scholarship 2023 Media Studies

Time allowed: Three hours
Total score: 24

QUESTION BOOKLET

Answer all THREE questions.

Write your answers in Answer Booklet 93303A.

Check that this booklet has pages 2 and 3 in the correct order and that neither of these pages is blank.

YOU MAY KEEP THIS BOOKLET AT THE END OF THE EXAMINATION.

INSTRUCTIONS

Answer all THREE questions. Plan and write your answers in Answer Booklet 93303A.

For EACH question:

- You should refer to a wide range of specific evidence to support your analysis.
- You may respond by agreeing or disagreeing with your chosen quotation or statement, OR by considering a variety of points of view.

Do NOT use the same material to answer more than one question.

QUESTION ONE: The relationship(s) between media and wider society

With reference to ONE of the quotations or statements below, **analyse the development** of a medium/media industry and/or the factors that shape it.

Quotations / statements (Choose ONE)

1. "...reaching an audience with the right content in a personalised way is the challenge for media companies." *Esther Westra*
2. There should be regulation of social media because of its negative influence on the public good.
3. "New Zealand is a country full of storytellers with rich, diverse stories waiting to be told, so we must act now to ensure that the entire industry is able and ready to tell them." *Glen Kyne*
4. "Streaming was built for yesterday's music business." *Mark Mulligan*

QUESTION TWO: Media production

With reference to ONE of the quotations or statements below, **demonstrate critical understanding of one medium and its production context**, including reference to your own production experience.

Quotations/statements (Choose ONE)

1. "Learn from mistakes. Yours and other people's." *Joko Anwar*
2. "The success of a production depends on the attention paid to detail." *David O. Selznick*
3. "Lean into your unique perspective, not away from it." *Catherine Gund*
4. "It's not where you take things from. It's where you take them to." *Jean-Luc Godard*

QUESTION THREE: The close reading of media texts

With reference to ONE of the quotations or statements below, **analyse media texts (from any medium)** that you have read closely.

Quotations/statements (Choose ONE)

1. "I think it is very important that films [or other mediums] make people look at what they've forgotten." *Spike Lee*
2. "Film provides an opportunity to marry the power of ideas with the power of images." *Steven Bochco*
3. "I just want to tell good stories in ways that will shine a light on lives rarely seen on screen [or other mediums], because stories can push humanity forward." *Nia DaCosta*
4. "Truly creative things happen when one thinks differently, yet nobody wants to think differently." *Shonda Rhimes*

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