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93303Q



Mana Tohu Mātauranga o Aotearoa
New Zealand Qualifications Authority

Scholarship 2024 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 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 below, **analyse the development** of a medium/media industry and/or the factors that shape it.

Quotations (Choose ONE)

1. "I feel that AI can still be a very powerful tool for us ... But we have to view it as a tool. The person who wields it still has to maintain responsibility for wielding that tool." *Christopher Nolan*
2. "The biggest problem in movies [or other media industries] is too many formulas. There is a lack of originality, and that's why the industry isn't performing." *Jonathan Taplin*
3. "A healthy democracy relies on the ability of experienced journalists to decipher, in depth, the state of our country, our identity, and to hold power to account." *Sunday Team, TVNZ*
4. "Artists always get [exploited], no matter what time period or technology is prevalent." *Rosanne Cash*

QUESTION TWO: Media production

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

Quotations (Choose ONE)

1. "Film-making [or other media] is not about the tiny details. It's about the big picture." *Ed Wood*
2. "Forget the audience, make what you want to see." *Sofia Coppola*
3. "The most personal is the most creative." *Bong Joon-ho*
4. "Nobody knows what you have in you until you've done it, so I just keep pushing those boundaries, and I figure it will all come out in the wash." *Greta Gerwig*

QUESTION THREE: The close reading of media texts

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

Quotations (Choose ONE)

1. "There is a different kind of vulnerability when a woman is directing." *Jane Campion*
2. "Cinema [or other media] is not only about making people dream. It's about changing things and making people think." *Nadine Labaki*
3. "My job is not to give you all the answers. My job is to ask the questions." *Taylor Sheridan*
4. "Whatever your style or subject matter, in the end, film-making [or other media] is about searching for authenticity—that is what the audience will divine*." *Paul Greengrass*

* divine to discover something by intuition or guessing

