

# S

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

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