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93303Q



Mana Tohu Mātauranga o Aotearoa
New Zealand Qualifications Authority

Scholarship 2025 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 or statements below, **analyse the development** of a medium/media industry and/or the factors that shape it.

Quotations / statements (Choose ONE)

1. "Old media is now scared stiff. They finally have figured out that they must adapt—or die."
Ted Gioia
2. "... in its current state, the country's [New Zealand] film and television sector is 'on its knees'."
Shayne Currie
3. "AI will reshape industries; it will not end industries." *Nathaniel Whittemore*
4. Social media services are now the shapers of mainstream culture.

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. "... knowing and understanding genre conventions informs my decisions ... and whether to conform to or subvert genre expectations." *Raelke Grimmer*
2. "'Make me care' – please, emotionally, intellectually, aesthetically, just make me care." *Andrew Stanton*
3. "With every film that I am doing, I am learning new things either about myself, or about film-making." *Sanya Malhotra*
4. "Part of film-making is always a guessing game, and part of it is always a game of trust." *Greg Kinnear*

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. "My films have often looked at the whole dilemma of identity as a straitjacket for people ..." *Todd Haynes*
2. "You have to entertain people first before you can educate them." *Danny Boyle*
3. "We have to break the rules if we want to tell stories in new ways." *Lulu Wang*
4. "Film-making [or other media productions] is a way of understanding the world." *Alice Rohrwacher*

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