



National Certificate of Educational Achievement
TAUMATA MĀTAURANGA Ā-MOTU KUA TAEA

Exemplar for Internal Achievement Standard Media Studies Level 2

This exemplar supports assessment against:

Achievement Standard 91254

Demonstrate understanding of an ethical issue in the media

An annotated exemplar is an extract of student evidence, with a commentary, to explain key aspects of the standard. It assists teachers to make assessment judgements at the grade boundaries.

New Zealand Qualifications Authority

To support internal assessment

	Grade Boundary: Low Excellence
1.	<p>For Excellence, the student needs to demonstrate critical understanding of an ethical issue in the media.</p> <p>This involves:</p> <ul style="list-style-type: none"> • examining the likely consequences of the issue for media and/or society • drawing conclusions based on evidence. <p>The student has demonstrated critical understanding by describing significant features of the ethical issue of product placement in music videos. The student's audio recording emulates the style of a radio talk show. Clear definitions, explanations, examples and overview of the issue are given in the introduction, with particular emphasis on Britney Spears.</p> <p>The student examines how and or why the issue exists by using Taylor Swift and her music video <i>Fifteen</i>, as a well-reasoned point of comparison with Ke\$ha on the appropriateness of the content for teenage audiences.</p> <p>Different points of view on the issue are presented. Critical understanding is demonstrated through the development of a credible programme, with callers all responding to comments made by the initial caller, Stephanie.</p> <p>Each subsequent caller represents a valid perspective, with relevant, appropriate details or comments. For example, Trent provides an advertising perspective, Patrick provides statistical information and data, and Leanne gives parental anecdotal evidence.</p> <p>The student examines implications of the issue on society by attempting to provide both positive and negative implications of product placement, for example, celebrities as role models and advertising as a legitimate economic reality.</p> <p>For a more secure Excellence, the student could further examine and discuss the factors that have given rise to the development of product placement, and draw conclusions as to the likely consequences and impact for the future.</p>

	Grade Boundary: High Merit
2.	<p>For Merit, the student needs to demonstrate in-depth understanding of an ethical issue in the media.</p> <p>This involves:</p> <ul style="list-style-type: none"> • giving a reasoned explanation for how and/or why the issue exists. • supporting explanation with evidence. <p>This student has demonstrated in-depth understanding by describing significant features of the ethical issue of product placement in music videos, with specific reference to Katy Perry, Lady Gaga, Ke\$ha and Britney Spears. The products and songs are identified. The student’s audio recording emulates the style of a radio talk show.</p> <p>The student explains why the issue exists by providing some points of view that define public concern, and some discussion of the lack of credibility of some music videos.</p> <p>Points of view on the issue are explained, with callers clearly presenting different perspectives and issues. For example, Kingsley’s perspective about the irrelevance to the music of many products; Linda’s perspective about the influences on young people (sex and alcohol in particular), and Tony, a video producer, on the economic reality of product placement.</p> <p>An explanation of the effect of the issue on the media and/or society is presented as vox pops: <i>‘makes me buy stuff’</i> and <i>‘offends me if it is in my face’</i>.</p> <p>To reach Excellence, the student could examine the factors that have given rise to the use of product placement, and discuss the significance and implications of this. Further discussion of the effects of product placement on society would also be useful.</p>

	Grade Boundary: Low Merit
3.	<p>For Merit, the student needs to demonstrate in-depth understanding of an ethical issue in the media.</p> <p>This involves:</p> <ul style="list-style-type: none"> • giving a reasoned explanation for how and/or why the issue exists. • supporting explanation with evidence. <p>This student has demonstrated in-depth understanding by describing significant features of the ethical issue of product placement, particularly in Britney Spears music videos. The student’s audio recording emulates the style of a radio talk show.</p> <p>There is an explanation of how and why the issue exists through the comparison of Katy Perry and Britney Spears. Examples and comments are given (for example, discussion of the relevance of the product to the lyrics), specific examples are provided of both products and music videos. ‘Interviews’ with members of the public show the significance of the issue.</p> <p>Different points of view on the issue are explained through Spears’ video director Sammy (a media expert), a concerned mother discussing the moral and ethical concerns of parents of teenage children, a perspective about the appropriateness of dating websites (<i>Plenty of Fish</i>), and a perspective about alcohol advertisements in videos that are targeted at teenagers.</p> <p>The student explains the effect of the issue on society with vox pops representing a range of perspectives on the types of product placement, for example the difference between ‘<i>in your face</i>’ and ‘<i>subtle</i>’ promotion of the artist’s own products, and the relevance to the music of some of the products promoted.</p> <p>For a more secure Merit, the student could provide further reasoned explanations, and comment with regard to the range of perspectives offered, including the significance of these points of view, and a discussion of why these points of view are significant to society as a whole.</p>

	Grade Boundary: High Achieved
4.	<p>For Achieved, the student needs to demonstrate understanding of an ethical issue in the media.</p> <p>This involves describing an ethical issue in the media and including:</p> <ul style="list-style-type: none"> • significant features of the issue • its context • different points of view on the issue • its effect on the media and/or society. <p>This student has demonstrated understanding by describing significant features of the ethical issue of product placement of, for example, the drinking of alcohol and the advertising of a singer's own jewellery/perfume brand in their music videos. The student's audio recording emulates the style of a radio talk show.</p> <p>This student has described the context of teenagers and children as targeted audiences of the music videos and of the products. Different points of view on the issue are described, for example interviews with reputable and appropriate members of the community (a school Principal and a Professor), and comments and feedback ascribed to a popular singer (Ke\$ha) along with a selection of vox pops.</p> <p>Different perspectives are clearly expressed (although some are not easy to hear).</p> <p>There is a description of the effect of the impact and influence of these product placements, endorsed by celebrities, on young people who listen to their songs and watch their music (<i>'our idols drinking beer'</i>).</p> <p>To reach Merit, the student could examine and further explain the significance of product placement on the targeted audience (young people) and develop some of the issues referred to at the end of the programme.</p>

	Grade Boundary: Low Achieved
5.	<p>For Achieved, the student needs to demonstrate understanding of an ethical issue in the media.</p> <p>This involves describing an ethical issue in the media and including:</p> <ul style="list-style-type: none"> • significant features of the issue • its context • different points of view on the issue • its effect on the media and/or society. <p>This student has demonstrated sufficient understanding by describing significant features of the ethical issue of product placement in music videos. The student has written a script for a talk show that discusses the topic. Product placement has been clearly defined (1), and the subtleties have been recognised (2). The introduction sets a credible and interesting scenario.</p> <p>The context of music videos is described, with a number of examples cited (4). Some of the types of product placed within the videos are presented (5) and different points of view on the issue are described. 'Mr Smith' (3) presents one perspective, and four vox pops present additional perspectives (6).</p> <p>The student briefly describes the effect of the issue on the media and society (7), through a summary of the points of view presented as vox pops.</p> <p>For a more secure Achieved, the student could describe the causes or reasons for product placement more fully, and describe the effect of product placement on the media and/or society more convincingly (7) (8).</p>

<p>Jim Walker:</p> <p>Good evening. Welcome to another episode of Issues on Screen. I'm your host, Jim Walter. In the modern day it is becoming more and more common for people to have internet. In America 4 out of 5 people have access to the internet. Out of these people 90% access it daily. With the internet, comes websites. With websites comes the third most visited website of all time, YouTube(.com). The most viewed types of video on Youtube are Music Videos. This is what we are going to be discussing today. Well, actually, a more in-depth side of music Videos Product Placement. Most of you watching this by now won't have realised fully that through this whole show so far I have been holding and drinking out of a can of Cocacola. This is what the media industry call 'Product Placement'. Even though you are thinking to yourself right now, "I didn't even notice that!" in reality your brain associates it to be normal for people to be drinking a can of cocacola so next time you are in a store that sells it you have associated drinking the product with normality so you decide to purchase it. So what is Product Placement? And what has it got to do with music videos? To help us answer these questions, we have brought in our expert brainiac of all knowledge, Mr W. Smith.</p>	
Jim:	So Mr Smith, please, tell our viewers what exactly is product placement and what has this got to do with The Internet, Youtube and music videos?
Mr Smith	Hi there Jim and thanks for having me on the show. Well product placement is a form of advertisement, where branded goods or services are placed in a context usually devoid of ads such as movies, the storyline of television shows, or music videos. The product placement is often not disclosed at the time that the good or service is featured. [1]
Jim:	So Mr Smith, basically what you are saying is that this is taking over our media viewing pleasure?
Mr Smith	Yes indeed, though if it is done properly you shouldn't notice it at all. [2]
Jim:	So how common is it for product placement to feature in our current music videos?
Mr Smith:	Well its actually more common than you think. You will mainly find that with product placement in music videos that it seems to be mainly top-selling artists that feature product placement in their music videos, mainly because the companies that pay the artist for their product to be branded on their videos, want to be able to trust that the music video featuring their product[s] is going to be viewed millions of times. They obviously have more trust in past successful artists than new singers that are brand new off the blocks, whose music videos aren't going to be seen all that much. [3]
Jim:	And who are some of the main singers who feature product placement in their music videos?
Mr Smith:	Some of the main singers that seem to feature product placement in their music videos the most are Travis McCoy with his song Billionaire; Lady Gaga with her song Telephone. Christina Aguilera with her song Not Myself tonight. Ke\$ha with her song We R Who We R. Britney Spears with her song Hold it Against Me and Avril Lavigne with her song What the Hell. [4]
Jim:	Wow. So quite a few main artists are being sucked in by this whole product placement idea.
Mr Smith:	Yes Jim that is correct. With the increasing standards of technology around the world, advertisements can be avoided in other forms with a touch of a button. Product placement cannot be avoided, wherever you go, no matter what technology you have.
Jim:	Product placement is really taking off then in music videos! Are there any recurring products that keep coming up again and again in different music videos?
Mr Smith:	Interestingly there are a few that really stand out to be in many music videos, these include the Online Dating website – Plenty of Fish. Apple products and Chevrolet. The other product that seems to be shown, but more generally are different brands of perfumes, often signature ones belonging to the singer of the song. [5]

Jim:	So why are we here discussing product placement with you today? Well we went out onto the street to get some opinions from different people on product placement in music videos.
Maree:	I think that product placement is wrecking the originality of music videos. These products have got nothing to do with what is going on in the actual music videos! Why would a security guard in a prison be on Plenty of Fish, a dating site while on duty at the prison? [6]
Toby:	This shows that all singers care about is money and they don't actually care how good their music video looks to the public. [6]
Denise:	Its kinda fun to spot the products really. I think it's a good way for the music industry to make some money especially as most of us now like to get our music for free off the internet. It'll help keep the music quality good. [6]
Paul:	I think that this can be quite dangerous as I have seen instances of product placement with music videos and even other television shows and movies promoting cigarettes and alcohol – that is not right. [6]
Jim:	There you have it. Most people are not happy with the amount of product placement that is taking place in our music videos in our current day. Can we now say that our entire music industry has been overrun with money? I think so. I think that the artist that are responsible for actually producing the music need to take a long hard look at themselves and think about what they are actually doing to music in general and what they are promoting to our children. It is childish and product placement has got no relevance to what is even going on in the song or video at that time, in one situation a singer even taped out the apple icon on the back of their laptop as Apple refused to pay for product placement in that music video. This is an issue that needs to be addressed. [7]
Mr Smith:	I do agree, Jim. But don't forget that it does help the wheels go around as one of your people on the street said. Nothing in this world come for free – if you want professional music, someone is going to have to pay for it. Maybe advertising is a good way for that to happen. [8]
Jim:	This concludes tonight's programme of 'Issue on Screen". Join us again next week, as we look into the unfair exposure of Llama babies on Albanian Television screen. Until next time I'm Jim Walker. Have a very good evening indeed.

	Grade Boundary: High Not Achieved
6.	<p>For Achieved, the student needs to demonstrate understanding of an ethical issue in the media.</p> <p>This involves describing an ethical issue in the media and including:</p> <ul style="list-style-type: none"> • significant features of the issue • its context • different points of view on the issue • its effect on the media and/or society. <p>This student has demonstrated some understanding by describing some features of the ethical issue of product placement in music videos. The student has written a script for a talk show discussing the topic. Some features of the issue, and the context of teenage audiences being targeted (1) by product placement in music videos, are described. Some examples have been identified (2).</p> <p>Some different points of view on the issue are presented. The CEO of <i>‘Plenty of Fish’</i> has been ‘interviewed’, (3) as has the ‘expert’ Ruby (4), with both offering a positive viewpoint. Three vox pops (5) express one negative and two reasonably positive views.</p> <p>To reach Achieved, the student could describe the effect of the issue of product placement on the media and/or society by providing a more balanced range of viewpoints, and by defining product placement more clearly.</p>

First-time caller, long-time listener

[Wide shot that zooms in on presenter with a massive Media Matters log behind him]

Host: Good morning and welcome. I'm your host Geoff Brady and this is Media Matters. Today we will be discussing the huge increases of product placement in music videos. These are some of the music videos...

[Clips of the Plenty of fish site being used in music videos]

- Telephone – Lady Gaga
- Double Vision – 3OH3
- Hold it against me – Britney Spears
- Riding Solo – Jason Durillo
- We R who we R – Ke\$ha
- Available - Akon [2]

[Close up of host at desk]

...which Plenty of Fish, the now number 1 online dating site in Canada and the UK has featured in.

These artists are all chart toppers aimed at teens. So what does this say about products being forced towards the younger generation? [1] More about this but first please welcome the CEO Markus Frind. [3] [camera follows him in. Audience clap].

So Mark congratulations on the success with Plenty of Fish.

[Mid shot of host when asking questions and of Mark when answering questions]

Host: What has been the source of all your success?

Mark: I'm not really sure. My idea just got big in Canada really quick and progressed from there.

Host: Doesn't it seem strange to advertise to people who are too young to even use your site? [1]

Mark: Well the songs are aimed at teens but the actual people using the product in the videos are all older like the jail officer in the Lady Gaga video. [2]

Host: But still wouldn't it be more appropriate to advertise more directly to your target market?

Mark: Well these kids will grow up and will be able to use my site later. I don't just want my site to be big for a while. I want to pass it down to my son and have it run in the family for generations.

Host: All that is great but is it not wrong to be pushing the site on the younger generation?

Mark: That all depends on how you do it. I haven't told the kids to use the site. I have just made them aware that my site is out there and available.

Host: Thanks for coming on the show Mark and congratulations on your business success.

[Close up shot of three different interviewees who have all just been asked what they think about product placement in teen targeted media.]

Host: We went to the streets to find out what ordinary people think about product placement.

Interviewee A: I think it is wrong to be pushy product on our younger generation.

Interviewee B: To be honest I don't really notice it so it can't actually be all that bad.

Interviewee C: It is there but its not that noticeable so really I don't think there is anything wrong with it. [5]

[Mid shot of host at a party where everyone is oblivious to him being there]

Host: I know what I feel about this but I have invited in an expert to give us her opinion on what she think about product placement in music videos.

[Follow Ruby walking in and onto the couch. Mid shot of host when asking questions. Then on Ruby when answering].

Host: Hi Ruby. Welcome to Media Matters. It's been a while since we have had you on the show. How have you been?

Ruby: I have been good thanks Geoff.

Host: We have asked you here tonight to talk about product placement in music videos. So Ruby what is your opinion?

Ruby: Well this is not a new issue. It has been going on since around 1900 and it really isn't all that bad.

Host: What are the good aspects about it then?

Ruby: Well first it brings money to the producers which allow them to make better quality music videos which we all enjoy. [4]

Host: that is true but is it not wrong to be pushing these products on our younger innocent youth?

Ruby: Well you could think that but in the end without it there would be no music video. So I think it is not wrong. It is necessary. [4]

Host: Product placement in music. Is it ok or is it just wrong? Both sides of this argument have been proposed here tonight and both sides have strong points. Thanks for tuning in and remember MEDIA MATTERS!

[audience claps and applauds].