

**Victorian Certificate of Education
2014**

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

STUDENT NUMBER Letter

MEDIA

Written examination

Monday 17 November 2014

Reading time: 3.00 pm to 3.15 pm (15 minutes)

Writing time: 3.15 pm to 5.15 pm (2 hours)

QUESTION AND ANSWER BOOK

Structure of book

<i>Section</i>	<i>Number of questions</i>	<i>Number of questions to be answered</i>	<i>Number of marks</i>
A	4	4	21
B	5	5	23
C	3	3	21
			Total 65

- Students are permitted to bring into the examination room: pens, pencils, highlighters, erasers, sharpeners and rulers.
- Students are NOT permitted to bring into the examination room: blank sheets of paper and/or white out liquid/tape.
- No calculator is allowed in this examination.

Materials supplied

- Question and answer book of 17 pages.
- Additional space is available at the end of the book if you need extra paper to complete an answer.

Instructions

- Write your **student number** in the space provided above on this page.
- Answer **all** questions in the spaces provided.
- All written responses must be in English.

Students are NOT permitted to bring mobile phones and/or any other unauthorised electronic devices into the examination room.

SECTION A – Narrative

Name the texts that you studied for narrative this year.

Question 1 (3 marks)

Describe a specific example of editing from **one** of the texts that you studied this year.

Question 2 (4 marks)

Use **one** of the texts that you studied this year to discuss how the production element of acting is used to communicate the genre(s) or style(s) of the narrative. Use specific examples from the chosen text to support your response.

SECTION B – Media texts and society’s values

Name the texts that you studied for media texts and society’s values this year.

Question 1 (1 mark)

Define the term ‘emerging value’.

Question 2 (2 marks)

Describe an idea, an attitude or a discourse that is evident in a text that you studied this year.

Question 5 (6 marks)

Analyse how a social issue or discourse evolves from society's values, as reflected in the media texts that you studied this year.

SECTION C – Media influence

Question 1 (5 marks)

- a. Identify **one** communication model or theory that is used to suggest that the media has little influence on audiences. 1 mark

- b. Discuss the arguments and evidence used to support the communication model or theory that you identified in **part a.** 4 marks

Question 2 (6 marks)

The media is subject to regulation that may define standards, set limitations or place ethical parameters on it.

a. Explain a form of media regulation.

2 marks

b. Discuss **two** arguments in favour of this type of media regulation.

4 marks
