

**Victorian Certificate of Education
2015**

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

STUDENT NUMBER Letter

MEDIA

Written examination

Monday 16 November 2015

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	4	4	22
C	4	4	22
			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 correction fluid/tape.
- No calculator is allowed in this examination.

Materials supplied

- Question and answer book of 16 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)

a. Define the story element ‘structuring of time’.

1 mark

b. Explain how structuring of time functions in **one** of the narrative texts that you studied this year.

2 marks

Question 2 (3 marks)

With reference to **one** narrative text that you studied this year, explain how **one** of the following contributes to the narrative's meaning:

- camera techniques

OR

- technologies and qualities for radio

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 (2 marks)

Describe a discourse or social issue evident in the texts that you studied this year.

Question 3 (8 marks)

a. Explain how a representation from **another** text that you studied this year was constructed. 4 marks

b. Discuss a value that the representation explained in **part a.** reflects.
In your response, outline why the value is dominant, oppositional or emerging. 4 marks

SECTION C – Media influence

Question 1 (2 marks)

a. Define the ‘nature of media influence’.

1 mark

b. Define the ‘extent of media influence’.

1 mark

Question 2 (6 marks)

With reference to a media form/text that is claimed to influence a specific audience, outline two arguments and/or examples of evidence that support or oppose this claim.

Form/text _____

Audience claimed to be influenced _____

Argument and/or example of evidence 1 _____

Argument and/or example of evidence 2 _____

Question 3 (6 marks)

Describe and compare **two** communication theories/models that attempt to explain the relationship between audiences and the media.

Question 4 (8 marks)

Why is regulation of the media challenging and often debated?

In your response, you must include:

- arguments surrounding the rationale for and regulation of the media
- evidence about media influence on audiences and the broader society.
