

**Victorian Certificate of Education
2018**

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

STUDENT NUMBER Letter

MEDIA

Written examination

Monday 19 November 2018

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	11	11	55
B	2	2	20
			Total 75

- 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 20 pages, including **assessment criteria for Section B** on page 20
- 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

Instructions for Section A

Answer **all** questions in the spaces provided.

Narrative and ideology

Question 1 (3 marks)

Outline an example of how a media code or convention has been used to convey meaning in one media narrative that you have studied this year.

Media narrative _____

Question 3 (4 marks)

Explain how a media code and/or convention was used to create audience engagement in one media narrative that you have studied this year. This media narrative may be any of the media narratives that you have studied this year.

Media narrative _____

Media production process

Question 5 (6 marks)

- a. Describe how your exploration of style and genre informed the development of your media production design. 3 marks

- b. Describe how the development of your skills in the use of media equipment, technologies or processes informed the development of your media production. 3 marks

Question 6 (3 marks)

Audience engagement, consumption and reception are central to media production.

How did your understanding of your proposed audience inform aspects of your media production design?

Agency and control in and of the media

Question 8 (4 marks)

The images below show two families consuming media, one in the 1950s and one in the present.



Source: Photograph of family viewing television, c. 1958; National Archives and Records Administration (USA), *Annual Report 2000*, p. 2, 306-PS-58-9015



Source: wavebreakmedia/Shutterstock.com

Describe what these images suggest about changes in the relationship between the media and audiences.

**END OF SECTION B
TURN OVER**

Assessment criteria for Section B

The extended-answer question in Section B relating to Unit 3, Area of study 1 will be assessed against the following criteria:

- discussion of relationships between media narratives and audiences, including construction, engagement, consumption and reading
- analysis and/or discussion of the relationships between media narratives, ideologies and institutional contexts
- use of appropriate media language

The extended-answer question in Section B relating to Unit 4, Area of study 2 will be assessed against the following criteria:

- analysis and/or discussion of the relationships between the media and its audience
- discussion of influences on and by the media and its audience
- use of media language

END OF QUESTION AND ANSWER BOOK

