VICTORIAN CURRICULUM AND ASSESSMENT AUTHORITY

Victorian Certificate of Education 2008

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

STUDENT NUMBER

									Letter
Figures									
Words									

MEDIA

Written examination

Monday 17 November 2008

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

Section	*Number of questions*	*Number of questions to be answered*	*Number of marks*
A	4	4	25
B	4	4	20
C	4	4	20
			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 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.

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SECTION A – Narrative

The narrative texts I have studied this year are

1. _____

2. _____

Question 1

With reference to **one** of the texts you have studied this year, give an example of how **one** of the following production elements is used to contribute to the audience's engagement with that text.

- acting
- camera/film/video techniques and qualities
- sound

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

3 marks

Question 2

Use the **other narrative text** you have studied this year to **analyse** how **one** production element and **one** story element **combine** to establish a relationship between **two** of the characters.

6 marks

Question 3

The reception context of a text may impact on the audience's experience of a film, television or radio narrative.

a. **Define** the term reception context.

b. **Describe** how the reception context of **one** of the texts you have studied this year may affect your experience and understanding of that narrative.

1 + 3 = 4 marks

Question 4

Compare the narrative texts you have studied this year, referring to at least **two** production and **two** story elements. **Compare** how the opening sequences raised narrative possibilities, issues and/or ideas **and** how these were resolved or unresolved in **each text's** closure.

SECTION A – Question 4 – continued

12 marks

Total 25 marks

END OF SECTION A
TURN OVER

SECTION B – Social values

Name the main text you have studied for Social values this year.

_____

Production period _____

Place of production _____

Question 1

Identify two social values in the text you studied this year.

1. _____

2. _____

2 marks

Question 2

Explain the way(s) in which one of the social values you identified in **Question 1** influenced the content of the text you have studied.

_____

_____

_____

_____

_____

_____

3 marks

Question 3

Media texts reflect the social values of society at the time and place of their production, for example through depiction of characters/individuals, institutions, behaviour, social issues, objects and/or social relations.

Discuss two ways in which the text you have studied reflects the social values of the production period.

7 marks

Question 4

The social values of a society are in a state of constant change. Tension often exists between **dominant** and **emerging** social values.

Analyse how the **dominant** and **emerging** social values are reflected in the representations contained in the text you have studied this year.

8 marks

Total 20 marks

END OF SECTION B

SECTION C – Media influence

Question 1

Debates about the media's power to influence mass audiences have resulted in the development of a number of communication theories and/or models.

Explain one communication theory or model you have studied this year.

3 marks

Question 2

At different times, individuals and groups in society have been critical of the media's influence upon people's opinions, attitudes and values.

Discuss one example of this concern regarding the media's influence on its audience.

4 marks

Question 3

Government legislation, codes of practice and voluntary industry self-regulation are examples of how media content may be regulated in the interest of protecting audiences.

Discuss the issues, arguments and evidence presented in relation to regulating the content of any **one** form of media you have studied this year.

6 marks

Question 4

Some media theorists see audiences as individuals who fully and **actively** create their own understandings and meanings of media texts within the context of their own daily lives.

Evaluate whether or not you think this is an **accurate** assessment of the way audience members generally relate to the media.

7 marks

Total 20 marks

END OF QUESTION AND ANSWER BOOK

TURN OVER

Extra space for responses

Clearly number all responses in this space.

TURN OVER

A script book is available from the supervisor if you need extra paper to complete your answer. Please ensure you write your **student number** in the space provided on the front cover of the script book. **At the end of the examination, place the script book inside the front cover of this question and answer book.**