

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

	STUDENT NUMBER							Letter	
Figures									
Words									

# **MEDIA**

# Written examination

### Monday 16 November 2009

Reading time: 11.45 am to 12.00 noon (15 minutes) Writing time: 12.00 noon to 2.00 pm (2 hours)

# QUESTION AND ANSWER BOOK

#### Structure of book

Section	Number of questions	Number of questions to be answered	Number of marks
A	5	5	25
В	3	3	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 19 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**

e narrative texts I have studied this year are	
nestion 1	
fine two production elements.	

Using <b>one</b> of the texts studied for narrative, <b>explain</b> how the production elements you identified in <b>Question</b> work together to enhance the audience's engagement with a <b>character and/or relationships between character</b> in the narrative.	1 l ers
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Using the <b>other</b> text studied for narrative, <b>explain</b> how <b>t</b>	wo production elements listed below combine to convey
aspects of a <b>setting</b> and its <b>function</b> in the narrative.	

• lighting	
• sound	
<ul> <li>editing/vision and sound design and mixing</li> </ul>	
<ul> <li>visual composition and mise en scène</li> </ul>	

With reference to on	e of the texts	studied for	narrative,	<b>explain</b> how	v <b>sound</b>	is used t	to develop	the 1	narrative.
Your response <b>must</b>	refer to two	of the points	below.						

- music
- sound effects
- dialogue/voice-over

<ul> <li>absence</li> </ul>	of	sound
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Analyse the way that one of the following story elements is used in both of the narrative texts you have studied this year.

6

- opening and/or closing sequences
- cause and effect including character motivations
- multiple storylines and how they interrelate

9 marks

Total 25 marks

# SECTION B – Social values

Name the text yo	ou studied for So	cial values this	s year.				
Production perio	d						
Place of producti	on						
Question 1							
a. Define the t	erm social value	».					
<b>b.</b> Provide <b>one</b>	e example of a so	ocial value pres	sent in the prod	duction period	d stated above		
						1 + 1 = 2  m	arks
<b>Question 2</b> <b>Explain</b> how a s	ocial value is ref	lected in a repr	resentation in t	he media text	t you studied t	his year.	

**Discuss** the ways in which the media text you studied reflects the social values of its production period and **analyse** the **extent to which** the text supports and/or challenges those social values.

You **must** refer to the following.

•	the nature of social values and how they are reflected in the text's representations the degree to which dominant values and/or emerging, alternative, oppositional values are supported and/or challenged in the text

2009 MEDIA EXAM	10


15 marks

Total 20 marks

## **SECTION C – Media influence**

Question 1	
<b>Discuss one</b> example where the media is claimed to have <b>positively</b> influenced its audience.	
	3 marks

_	Outline one argument either in favour of, or against, media content regulation.		
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E e	<b>Discuss one</b> example of where a media form and/or text's content was regulated, <b>and analyse</b> th ffectiveness of this type of media control.		
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2 + 4 = 6 marks

Question 3
<b>Compare two</b> communication theories and/or models which attempt to explain the <b>nature</b> and <b>extent</b> of media influence.

Evaluate the arguments and evidence that have been used to support one of the communication theorie and/or models you have referred to in Question 3.	
	6 mark

Total 20 marks

# Extra space for responses

Clearly number all responses in this space.		

17

19

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.** 

