



Victorian Certificate of Education 2010

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

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# MEDIA

# Written examination

Monday 15 November 2010

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**

Section	Number of questions	Number of questions to be answered	Number of marks	
А	4	4	25	
В	3	3	20	
C	2	2	20	
			Total 65	

#### Structure of book

- 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.

# **SECTION A – Narrative**

The narrative texts I have studied this year are

1.	
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2.	

#### **Question 1**

**a. Define** the production element, acting.

2 marks

**b.** With reference to **one** of the texts you studied this year, **explain** how acting is combined with character to develop the narrative.

Using the **other** text you studied this year, **discuss** how cause and effect contributes to the development of the narrative.


For **one** of the texts you studied this year, **identify** its genre(s) or type(s) of stories. **Discuss** how **two** of the following production elements create the genre(s) or type(s) of stories you have identified.

- camera/film/video techniques and qualities, including shot selection, movement and focus
- sound, including dialogue, music and sound effects
- lighting, including naturalistic and expressive
- editing/vision and sound design and mixing, including style, techniques, placement, pace and rhythm of editing
- visual composition and mise en scène

From **one** of the texts you studied, **discuss** themes, issues and/or motifs and **analyse** their contribution to the narrative.

You **must** refer to at least **one** production element and **one** story element in your response.

8 marks

Total 25 marks

Name the text you studied for Social values this year.

Production period \_\_\_\_\_

Place of production \_\_\_\_\_

#### **Question 1**

With reference to the text you studied this year, **describe** two attitudes in the form of social values held in society during the production period.

6 marks

6

'Media texts reflect the society in which they operate.'

With reference to the media text you have studied **explain**, using examples, how the production context may have shaped the content of the media text.

In your response you may refer to

- year and country of production
- production source(s)
- distribution and/or exhibition process(es)
- production personnel involved in the making of the media product and other factors.

**Briefly describe two** of the representations in the text you studied and **explain in more detail** the extent to which these representations support and/or challenge dominant, emerging, alternative or oppositional social values of the production period.



7 marks Total 20 marks

## **SECTION C – Media influence**

## **Question 1**

- a. Describe one communication theory and/or model.
- 2 marks **b.** Provide **two** examples of evidence used to support the communication theory and/or model you described
  in **part a.**

**Discuss** the **positive** and **negative** effects the media may have on its audience and the issues that arise when assessing the media and its influence.

To support your discussion you **must** refer to the following.

- communication theories and/or models
- arguments and evidence about the nature and extent of media influence
- arguments and evidence about the regulation of media content
- a range of media examples

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SECTION C – Question 2 – continued

**TURN OVER** 

14 marks
Total 20 marks

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Extra space for responses		
Clearly number all responses in this space.		

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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.

