

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

|         | STUDENT NUMBER |  |  |  | Letter |  |  |
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| Figures |                |  |  |  |        |  |  |
| Words   |                |  |  |  |        |  |  |

# **MEDIA**

# Written examination

### **Monday 21 November 2011**

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<br>to be answered | Number of<br>marks |
|---------|---------------------|---------------------------------------|--------------------|
| A       | 4                   | 4                                     | 25                 |
| В       | 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.

## **SECTION A – Narrative**

| Name the texts you studied for narrative this year.   |
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| Question 1  Define one story element used in a text you have studied this year.   |
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| Question 2  Explain how another story element works together with the production element, sound, to convey meaning to the audience in one of the narratives you have studied this year. |
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| Using the other narrative text you studied this year, discuss how two of the following production eleme | nts |
|---|-----|
| <b>combine</b> to establish the point of view from which the narrative is presented.                    |     |

| <b>combine</b> to establish the point of view from which the narrative is presented.    |  |  |  |  |
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| camera/film/video techniques and qualities including shot selection, movement and focus |  |  |  |  |
| • lighting  |  |  |  |  |
| • acting  |  |  |  |  |
| <ul> <li>visual composition and mise en scène</li> </ul>                                |  |  |  |  |
| <ul> <li>sound, including dialogue, music and sound effects</li> </ul>                  |  |  |  |  |
| <ul> <li>editing/vision and sound design and mixing</li> </ul>                          |  |  |  |  |
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Many narratives are carefully crafted and structured works of art that affect audiences' thoughts and emotions from the opening sequence to the closure of the narrative.

With reference to **both** texts you have studied this year, **analyse** the relationship between the opening and closing sequences. In your answer you **must** address the following points.

• The connection between the narrative possibilities, issues and/or ideas established in the opening sequence(s),

| • | narrative progression, developments and closure of the narrative.  How production and story elements have been employed in both sequences to engage the audience. |  |  |  |  |
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## **SECTION B – Social values**

| Name the text you have studied for social values this year.  |
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| Production period  |
| Place of production  |
| Question 1  Define the term 'dominant social value' and provide an example from the production period you have studie this year. |
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| <ul><li>Question 2</li><li>a. Identify two social values evident in the text you have studied this year.</li></ul>               |
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b.

| Explain how each of year. | of these social values is reflected in representations from the text you have studied the |
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**Describe** how **two** social values within the text you have studied this year have been affected by the production context.

You must consider at least one of the following in your answer.

- year and country of production
- production source(s)
- distribution and/or exhibition process(es)

| <ul> <li>production personnel</li> </ul> |  |  |
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| The values of a society are in a state of constant evolution, and tension always exists between the dominant se of values and different or emerging social values.   |  |  |  |  |
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| To what <b>extent</b> does the main text you have studied for social values this year <b>support and/or challenge</b> the social values of its production period? You may refer to dominant, emerging, alternative or oppositional values and their representations in the text. |  |  |  |  |
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## **SECTION C – Media influence**

| Question 1   |  |  |  |  |
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| Describe two communication theories and/or models. |  |  |  |  |
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| Question | 3 |
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| and/or society.         |                           |                 |                     |                     |        |
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| his <b>negative e</b> f | iect.                     |                 |                     |                     |        |
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|     | rovide one example of the regulation of media content.   |
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| n   | iscuss the arguments and evidence used to explain the effectiveness of this regulation in the interest |
|     | rotecting audiences.   |
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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.** 

