

# Victorian Certificate of Education 2017

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

		Letter
STUDENT NUMBER		

# **MEDIA**

## Written examination

Monday 20 November 2017

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	3	3	22
В	4	4	21
C	4	4	22
			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 correction fluid/tape.
- No calculator is allowed in this examination.

#### **Materials supplied**

- Question and answer book of 20 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**

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Answer all questions in the spaces provided.

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l	estion 1 (6 marks)	
	Identify <b>two</b> production elements.	2 n
	Describe how the two production elements identified in <b>part a.</b> establish a setting in <b>one</b> of the narrative texts that you studied this year.	- 4 n
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Question 2 (6 marks)  Discuss how the relationship between multiple storylines contributes to the audience's reading of the narrative in <b>another</b> narrative text that you studied this year.

Ou	estion	3	(10)	marks)	١
Vu	CSUUII	J	UU	marks	,

# SECTION B - Media texts and society's values

Instructions for Section B
Answer all questions in the spaces provided.
Name the texts that you studied for media texts and society's values this year.
Question 1 (3 marks)
Explain the difference between a value in society and a social issue or discourse.

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Society's values or attitudes may be linked to particular moral, political or other views.
Describe how, in a text that you studied this year, <b>one</b> value in society has been represented to reflect a particular social issue or discourse.

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Question	3	w	marks	)

Media representations	reflect and i	mediate ideas	s from j	particular	economic,	social,	cultural,	political c	r
institutional points of	view.								

Compare how <b>two</b> representations from <b>one or more</b> texts that you studied this year reflect values held in society.				

Question 4 (8 marks) Discuss the role that media texts play in the construction, distribution and/or interpretation of ideas and values. In your response, refer to a social issue or discourse that you studied this year.				

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## **SECTION C – Media influence**

## **Instructions for Section C**

Answer all questions in the spaces provided.

Identify	y and describe <b>one</b> communication theory or model that you studied this year.	2 r
	e an argument that substantiates the nature and extent of the media's influence ing to the communication theory or model identified in <b>part a</b> .	2 r

Question 2 (6 marks)
Describe <b>one</b> instance when a particular media form or text was claimed to have influenced the behaviour
of a particular audience and compare how two different communication theories or models can be used to
justify or challenge the claim

of a particular audience and compare how <b>two</b> different communication theories or models can be used to justify or challenge the claim.				

Question 3 (4 marks)
Outline <b>one</b> type of media regulation and analyse an argument used for or against this type of regulation.

#### **Question 4** (8 marks)

'Audiences are central to the construction and dissemination of media products.'

Discuss the statement above. In your response, provide support or opposition based on **one or more** of the following:

- academic approaches
- communication theories or models

• (	evidence
• 8	arguments
-	

15

# Extra space for responses

Clearly number all responses in this space.					

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

