

Victorian Certificate of Education 2019

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

					Letter
STUDENT NUMBER					

MEDIA

Written examination

Monday 18 November 2019

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	11	11	55
В	2	2	20
			Total 75

- 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, including assessment criteria for Section B on page 20
- 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

Instructions for Section A

Answer all questions in the spaces provided.

Narrative and ideology

a.		
	Identify an ideology that shaped one media narrative that you have studied this year.	1 mark
	Media narrative	_
	Ideology	_
b.	Describe how the ideology identified in part a. shaped this media narrative.	3 marks
		_
		_
		_
		_
		_

The characteristics and construction of a media narrative are dependent on its media form.

Question 2 (3 marks)

Describe **one** characteristic of a media narrative in a media form that you have studied this year.

Media narrative ______

Media form ______

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Question 3 (6 marks) Analyse the function of two media codes and/or conventions used to convey meaning in one media narrative that you have studied this year. Media narrative _____

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Question 4 (7 marks)

Ideologies in society frame the nature, form and structure of media narratives.

Analyse the relationship between one media narrative and the ideological context of its production. In your response, refer to a media narrative that you have studied this year and that has been released within the last five years.

Media narrative	

Media production process

explain how a structural and/or aesthetic quality that was evident in one or more media products that you vestigated in the development stage of your media production design could be read by audiences.

Question 6 (5 marks)
A feature common to production design across media forms is a clear understanding of the proposed audience(s).
Explain how you planned to engage your proposed audience through the use of one media code or convention in your media production design.

Question 7 (5 marks)

Describe how effectively the method(s) outlined in part a. helped to realise and/or refine your	3 ma

Agency and control in and of the media

Question 8 (3 marks)
Describe one challenge for the Australian Government in regulating the use of media products by Australian audiences.

Question 9 (4 marks)
How have media institutions been affected by the agency that contemporary media users now exercise?

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Today, the media not only produces and distributes content to audiences, it also generates and sustains social networks, which have, in turn, enabled new modes of production, distribution, consumption and reception based on the sharing of commercial and user-generated content.

lyse one example of how the use of media by globalised media institutions has had an impact o amic and changing relationship between the media and its audience.	n the

Question 11 (7 marks)
Discuss the capacity of the media to influence its audience(s) in the contemporary media landscape.

CONTINUES OVER PAGE

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SECTION B

Instructions for Section B

Answer all questions in the spaces provided.

Your responses will be assessed according to the assessment criteria set out on page 20.

Question 1 (10 marks) Discuss the relationship between one media narrative that you have studied this year and its audience(s). In your response, refer to how the audience(s) engages with and reads the media narrative.				

Question 2 (10 marks) Evaluate the extent to which one or more ethical or legal issues have an impact on the consumption of media products.				

Extra space for responses

Clearly number all responses in this space.				
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Assessment criteria for Section B

The extended-answer question in Section B relating to Unit 3, Area of study 1 will be assessed against the following criteria:

- explanation of the characteristics of, and the construction of, media narratives
- analysis of media codes and conventions in conveying meaning
- discussion of relationships between media narratives and audiences, including construction, engagement, consumption and reading
- use of appropriate media language

The extended-answer question in Section B relating to Unit 4, Area of study 2 will be assessed against the following criteria:

- analysis and/or discussion of the relationships between the media and its audience
- · discussion of influences on and by the media and its audience
- analysis and/or evaluation of issues and/or challenges in the media
- use of media language

END OF QUESTION AND ANSWER BOOK

