

**Victorian Certificate of Education
2022**

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

STUDENT NUMBER Letter

MEDIA

Written examination

Monday 14 November 2022

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

<i>Section</i>	<i>Number of questions</i>	<i>Number of questions to be answered</i>	<i>Number of marks</i>
A	11	11	55
B	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 space 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

Question 1 (3 marks)

Describe how **one** media code or convention in a media narrative that you have studied this year influenced audience engagement.

Media narrative _____

DO NOT WRITE IN THIS AREA

Question 2 (4 marks)

Explain how the construction of one media narrative that you have studied this year reflects **one or more** characteristics of its media form.

Media narrative _____

DO NOT WRITE IN THIS AREA

Question 3 (6 marks)

Analyse how one media narrative that you have studied this year was constructed to explicitly or implicitly comment on, reflect on, develop or reject **one** ideology.

Media narrative _____

DO NOT WRITE IN THIS AREA

Media production process

Question 5 (4 marks)

Discuss how audiences are engaged by the structural and aesthetic qualities of **one** media product in a media form that you have researched this year.

DO NOT WRITE IN THIS AREA

Question 6 (3 marks)

Describe how you used **one** method to create a written or visual representation of a proposed production.

DO NOT WRITE IN THIS AREA

Question 7 (8 marks)

Media creators and producers reflect on their work to gain insight into whether their products communicate their planned intent and refine their products in the production and post-production stages.

Evaluate the extent to which your resolved media product communicated your planned intent. In your response, discuss how you used reflection and feedback to refine and resolve your media product.

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Agency and control in and of the media

Question 8 (3 marks)

Describe **one** way in which the media is used by governments.

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Question 9 (7 marks)

a. Outline **one** example of media regulation in Australia.

2 marks

b. Referring to your example in **part a.**, discuss issues and challenges relating to the regulation and control of the media.

5 marks

DO NOT WRITE IN THIS AREA

Question 10 (4 marks)

Discuss **one** example that highlights the way in which the relationship between the media and its audiences has changed over time.

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Question 11 (6 marks)

‘The media has always been considered to have the capacity to influence, but now the balance of power is shifting.’

Demonstrate how individuals and globalised media institutions are able to use the media to influence audiences.

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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)

Stories circulate in society through media narratives.

Explain how one media narrative that you have studied this year was read by audiences from different periods of time and how these readings were shaped by ideological and institutional contexts.

Media narrative _____

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Question 2 (10 marks)



Source: Yeti studio/Shutterstock.com

Analyse ethical and legal issues in the production, distribution, consumption or reception of media products and how these issues present a rationale for the regulation of the media. You **must** refer to the image above in your response.

DO NOT WRITE IN THIS AREA

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DO NOT WRITE IN THIS AREA

An answer book is available from the supervisor if you need extra space 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.**

TURN OVER

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:

- discussion of relationships between media narratives and audiences, including construction, engagement, consumption and reading
- analysis and/or discussion of the relationships between media narratives, ideologies and institutional contexts
- 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
- analysis and/or evaluation of issues and/or challenges in the media
- use of media language

END OF QUESTION AND ANSWER BOOK