

**Victorian Certificate of Education
2023**

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

STUDENT NUMBER Letter

MEDIA

Written examination

Monday 6 November 2023

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)

The construction of a media product is dependent on its style and genre.

Describe how **one** characteristic of **one** media narrative that you have studied this year reflects its style or genre.

Media narrative _____

DO NOT WRITE IN THIS AREA

Question 2 (6 marks)

Analyse the relationship between **one** media narrative that you have studied this year and its institutional context. Your response must refer to **two** of the following:

- production
- distribution
- consumption
- reception

Media narrative _____

DO NOT WRITE IN THIS AREA

Question 3 (5 marks)

Discuss how a specific audience was engaged by **one** media narrative that you have studied this year through its use of codes and conventions.

Media narrative _____

Question 4 (6 marks)

Analyse how two media codes work together to convey meaning in one specific moment, frame or sequence of **one** media narrative that you have studied this year. You **must** use a **different** media narrative from the one used in Question 3.

Media narrative _____

DO NOT WRITE IN THIS AREA

Media production process

Question 5 (5 marks)

Discuss the methods you used to document and evaluate your exploration and development of skills in the use of media technologies in **one** production experiment.

Question 6 (4 marks)

Describe how **one** aspect of your media production design was shaped by an understanding of your proposed audience.

DO NOT WRITE IN THIS AREA

Agency and control in and of the media

Question 8 (3 marks)

Describe **one** example of a media audience exerting influence in the contemporary media landscape.

Question 9 (4 marks)

Self-regulation by media institutions defines and maintains standards through regulatory bodies and codes of conduct.

Identify **one** example of self-regulation in the Australian media landscape and describe a rationale for it.

DO NOT WRITE IN THIS AREA

Question 10 (6 marks)

Discuss the impact of **one** legal or ethical issue on the distribution of media products in the contemporary media landscape.

DO NOT WRITE IN THIS AREA

Question 11 (7 marks)

Analyse how the contemporary media landscape has enabled new modes of production and consumption of media products. Your response must include specific examples and refer to the changing relationship between the media and its audience.

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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)

Ideologies frame the nature, form and structure of narratives. Audiences and the media together frame the nature, form and development of discourses in society.

Analyse the relationship between media narratives and ideologies. Your response must discuss the construction of **one** media narrative that you have studied this year, including its use of codes and conventions to convey meaning.

Media narrative _____

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**END OF SECTION B
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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, as appropriate:

- explanation of the characteristics of, and the construction of, media narratives
- analysis of media codes and conventions in conveying meaning
- 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