

Victorian Certificate of Education 2018

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

		Letter
STUDENT NUMBER		

MEDIA

Written examination

Monday 19 November 2018

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.

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SECTION A

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Answer all questions in the spaces provided.

Narrative	and	ideo	logy
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Question 1 (3 marks)
Outline an example of how a media code or convention has been used to convey meaning in one media narrative that you have studied this year.
Media narrative

Discuss how media codes and conventions worked together to convey meaning in one part of one media

Question 2 (7 marks)

narrative that you have studied this year. You must use a different media narrative from the one used in Question 1.
Media narrative

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Question	3	(4	marks))
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Explain how a media code and/or convention was used to create audience engagement in one media narrative that you have studied this year. This media narrative may be any of the media narratives that you have studied this year.
Media narrative

Question 4 (6 marks)

Explain why audience readings made by the intended audience may be different from readings made by present-day audiences. In your response, refer to one media narrative that you have studied this year. This media narrative may be any of the media narratives that you have studied this year.

Media narrative	-

Media production process

production	ow your exploration of style and genre informed the development of your media design.	3 r
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	ow the development of your skills in the use of media equipment, technologies or informed the development of your media production.	3 1
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	nformed the development of your media production.	3 1

Question 6 (3 marks) Audience engagement, consumption and reception are central to media production.				
How did your understanding of your proposed audience inform aspects of your media production design?				

Ο.,	oction	7 (6	marks)
Oil	estion	/ (6	marks

xplain how reflection and feedback processes helped you refine or resolve your media product.

Agency and control in and of the media

Question 8 (4 marks)

The images below show two families consuming media, one in the 1950s and one in the present.



Source: Photograph of family viewing television, c. 1958; National Archives and Records Administration (USA), *Annual Report 2000*, p. 2, 306-PS-58-9015



Source: wavebreakmedia/Shutterstock.com

Describe what these	images suggest abo	ut changes in th	ie relationship	between the met	na and addien	ces.

Question 9 (6 marks) Evaluate the impact of one ethical or legal issue on at least one of the following: the production,
distribution, consumption or reception of a media product.
Question 10 (4 marks)
Describe one rationale for regulating the relationship between the media and audiences in Australia.

Question 11 (6 marks)
Identify and describe one issue relating to the way in which the media is used today by globalised media institutions and individuals.

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)
Analyse how media narratives are shaped by the ideological and/or institutional context in which they are produced, distributed, consumed or read. In your response, refer to media narratives that you have studied this year.

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Question 2 (10 marks)

Discuss the dynamic and changing relationship between the media and audiences. In your response, a	refer to
one or more of the following:	

•	globalised media institutions governments
•	the individual

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.**

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
- discussion of influences on and by the media and its audience
- use of media language

END OF QUESTION AND ANSWER BOOK

