

Victorian Certificate of Education
Year

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

STUDENT NUMBER Letter

MEDIA

Written examination

Day Date

Reading time: *.*.* to *.*.* (15 minutes)

Writing time: *.*.* to *.*.* (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 18 pages, including **assessment criteria for Section B** on page 18
- 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

Question 1 (3 marks)

Describe the relationship between audience engagement and the construction of media narratives.

Question 2 (4 marks)

Explain how ideology can shape media narratives.

Media production process

Question 5 (3 marks)

Describe how you intended to engage the specified audience for which you designed your media product.

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
- 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:

- 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