



# Victorian Certificate of Education

## 2004

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

### STUDENT NUMBER

Figures

Words


Letter

## MEDIA

### Written examination

**Monday 15 November 2004**

**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

<i>Section</i>	<i>Number of questions</i>	<i>Number of questions to be answered</i>	<i>Number of marks</i>
A	2	2	15
B	2	2	15
C	4	4	15
D	2	1	15
			Total 60

- 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 white out liquid/tape.
- No calculator is allowed in this examination.

#### Materials supplied

- Question and answer book of 16 pages.

#### Instructions

- Write your **student number** in the space provided above on this page.
- All written responses must be in English.

**Students are NOT permitted to bring mobile phones and/or any other electronic communication devices into the examination room.**

**SECTION A – Narrative**

**Instructions for Section A**  
Answer **both** questions from this section. You are required to use different texts to answer each question.

The texts I studied for narrative this year are

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_

**Question 1**

With reference to **one** of the texts studied for narrative, describe how any **two** of the following production elements are used to contribute to the development of the overall narrative.

- camera/film techniques
- editing
- sound

Production element 1 \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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Production element 2 \_\_\_\_\_

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3 + 3 = 6 marks

**CONTINUED OVER PAGE**

**Question 2**

In the closing sequence(s) of a narrative text, narrative possibilities introduced in the opening sequence(s) may be resolved. This resolution may not necessarily occur in ways that the audience expected. Other narrative possibilities may be left open and/or unresolved.

With reference to the **other** text you identified on page 2, **discuss** the way(s) in which the closing sequence(s) of the text resolve and/or leave unresolved narrative possibilities from the opening sequence(s).

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9 marks

**SECTION B – Media production design****Instructions for Section B**

Answer **both** questions in the spaces provided. You should respond using the medium or media form in which you worked this year for media production design/media process.

**MERRYVALE COLLEGE**  
**CLASS OF 2004**

The final year of school is a year of hard work and memorable events for all Year 12 students. Over the year, activities for Year 12 students include:

- study camp
- sporting event(s)
- school performances
- awards ceremony
- final day celebrations

In February, the Student Council approached the Unit 3–4 Media class to develop a plan and make preparations for the production of a **media product** for all Year 12 students to commemorate their final year at Merryvale College.

The Student Council wants the product to communicate the Year 12 experience for 2004 – the struggle and effort, the fun and the friendships, the significant and memorable moments.

The media product may include one, some or all of the events listed above. It may include other events not listed, but which are appropriate to the purpose of the product.

Products can be in any of the following media:

- film/video/animation
- slide tape/presentation program/data show
- radio/audio
- photography and/or images
- print (newspaper or specialist magazines)
- multimedia

The medium or media form for your product is \_\_\_\_\_

**Question 1**

Create a design plan for a media product that meets the requirements of the Student Council.

Your design plan

- must be for the medium or media form you identified above
- may be for the whole product or for a part of the product.

Your design plan must

- include a statement about intention and audience
- name at least **two** design plan specifications
- include explanations of how you will use those two design plan specifications.

You may include visual representations.

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This page is for any visual work for Question 1.

9 marks

**Question 2**

Describe **two** of the technical operations you will undertake to create the media product (or part of that product) you planned in Question 1. In your description refer to ways that the operations will contribute to specific technical and/or creative features of the finished product (or part).

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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2. \_\_\_\_\_  
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\_\_\_\_\_  
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3 + 3 = 6 marks



**SECTION C – Social values**

**Instructions for Section C**

Answer **all** questions in the spaces provided.

The text that I studied for social values this year is \_\_\_\_\_

Period and place of production of the text \_\_\_\_\_

**Question 1**

A media text can be explored for the way that it reflects, or has been influenced by, the social values of the period and place of its production.

Identify and describe a social value present in the text that you studied.

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3 marks

**Question 2**

With reference to the social value that you described in Question 1, show how this social value is represented in that text.

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4 marks

**Question 3**

Discuss one way in which this text supports or challenges a social value of the period of its production.

You may write about the social value you discussed in Questions 1 and 2, or you may use a different social value.

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4 marks

**Question 4**

Demonstrate how this text has been influenced by a social value of the period of its production.

You may write about a social value you discussed in Questions 1, 2 or 3, or you may use a different social value.

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4 marks

**SECTION D – Media influence**

**Instructions for Section D**  
Answer **one** question from this section as an extended response in the space provided.

**Question 1**

Some people claim that media forms and/or texts can have a range of influences on individuals and society.

With reference to at least **two** communication theories and/or models

- **describe** at least two claims which are made about the extent of the media’s effect on its audience(s)
- analyse **arguments** and **evidence** which can be presented about each of the claims you have described.

**OR**

**Question 2**

Researchers and analysts differ as to how much effect the media has on audience attitudes and behaviour. They also draw on different communication theories and models to explain the effect that they claim the media has on its audience.

**Discuss** the relationship between the media and its audiences in one or more examples where the media is claimed to have had a particular influence on an identified audience.

Your response should

- refer to relevant communication theories and models
- refer to arguments and evidence given to support the claims made in the example(s) you discuss.

Indicate the question you have answered.

Question 1

or

Question 2

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15 marks

**END OF QUESTION AND ANSWER BOOK**

