

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

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MEDIA

Written examination

Monday 17 November 2008

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	4	4	25
В	4	4	20
C	4	4	20
			Total 65

- 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.
- 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 – Narrative

The narrative texts I have studied this year are
1
2
 Question 1 With reference to one of the texts you have studied this year, give an example of how one of the following production elements is used to contribute to the audience's engagement with that text. acting
actingcamera/film/video techniques and qualities
• sound

Question 2					
Use the other narrative text you have studied this year to analyse how one production element and one story element combine to establish a relationship between two of the characters.					

The reception context of a text may impact on the audience's experience of a film, television or radio

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nar	rative.
a.	Define the term reception context.
b.	Describe how the reception context of one of the texts you have studied this year may affect your experience and understanding of that narrative.

1 + 3 = 4 marks

Question 4

Compare the narrative texts you have studied this year, referring to at least two production and two storelements. Compare how the opening sequences raised narrative possibilities, issues and/or ideas and how these were resolved or unresolved in each text's closure.					

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Total 25 marks

SECTION B – Social values

Name the main text you have studied for Social values this year.				
Production period				
Place of production				
Question 1 Identify two social values in the text you studied this year.				
1				
2				
Question 2 Explain the way(s) in which one of the social values you identified in Question 1 influenced the content of the text you have studied.				

Question 3 Media texts reflect the social values of society at the time and place of their production, for example through depiction of characters/individuals, institutions, behaviour, social issues, objects and/or social relations. Discuss two ways in which the text you have studied reflects the social values of the production period.

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nalyse how the dominant and emer st you have studied this year.	rging social va	alues are reflecte	d in the representa	ntions contained in the

Total 20 marks

SECTION C – Media influence

Question 1
Debates about the media's power to influence mass audiences have resulted in the development of a number of
communication theories and/or models.
Explain one communication theory or model you have studied this year.
3 marks
Question 2
At different times, individuals and groups in society have been critical of the media's influence upon people's opinions, attitudes and values.
Discuss one example of this concern regarding the media's influence on its audience.
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SECTION C – continued

Question 3

Government legislation, codes of practice and voluntary industry self-regulation are examples of how media content may be regulated in the interest of protecting audiences.		
Discuss the issues, arguments and evidence presented in relation to regulating the content of any one form of media you have studied this year.		

Question 4
Some media theorists see audiences as individuals who fully and actively create their own understandings and
meanings of media texts within the context of their own daily lives.
Evaluate whether or not you think this is an accurate assessment of the way audience members generally

relate to the media.		

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Clearly number all respo	nses in this space.		
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A script book is available from the supervisor if you need extra paper to complete your answer. Please ensure you write your **student number** in the space provided on the front cover of the script book. **At the end of the examination, place the script book inside the front cover of this question and answer book.**

