



Victorian Certificate of Education 2010

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

STUDENT NUMBER

Figures

Words

Letter

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MEDIA

Written examination

Monday 15 November 2010

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	4	4	25
B	3	3	20
C	2	2	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

a. **Define** the production element, acting.

2 marks

b. With reference to **one** of the texts you studied this year, **explain** how acting is combined with character to develop the narrative.

4 marks

Question 2

Using the **other** text you studied this year, **discuss** how cause and effect contributes to the development of the narrative.

5 marks

SECTION B – Social values

Name the text you studied for Social values this year.

Production period _____

Place of production _____

Question 1

With reference to the text you studied this year, **describe** two attitudes in the form of social values held in society during the production period.

6 marks

Question 2

‘Media texts reflect the society in which they operate.’

With reference to the media text you have studied **explain**, using examples, how the production context may have shaped the content of the media text.

In your response you may refer to

- year and country of production
- production source(s)
- distribution and/or exhibition process(es)
- production personnel involved in the making of the media product and other factors.

7 marks

Question 3

Briefly describe two of the representations in the text you studied and **explain in more detail** the extent to which these representations support and/or challenge dominant, emerging, alternative or oppositional social values of the production period.

7 marks

Total 20 marks

SECTION C – Media influence**Question 1**

- a. Describe **one** communication theory and/or model.

2 marks

- b. Provide **two** examples of evidence used to support the communication theory and/or model you described in **part a.**

4 marks

Lined area for writing answers, consisting of multiple horizontal lines.

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.**

