



**Victorian Certificate of Education  
2012**

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

**STUDENT NUMBER**

Letter

Figures									
Words									

**MEDIA**

**Written examination**

**Monday 19 November 2012**

**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	3	3	24
B	3	3	20
C	4	4	21
			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 15 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**

Name the texts that you studied for narrative this year.

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**Question 1**

a. Identify **two** production elements.

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2 marks

b. Describe how the two production elements identified in **part a.** were used to communicate ideas in the opening of one text that you studied this year.

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6 marks

**Question 2**

a. Define one of the following story elements.

Tick (✓) the story element you have selected.

cause and effect

setting

point(s) of view from which the narrative is presented

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2 marks

b. Explain how the story element mentioned in **part a.** combined with one production element to engage the audience and develop the narrative in another text that you studied this year.

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4 marks

**Question 3**

With reference to **two** texts that you studied this year, analyse how editing techniques contribute to how audiences may read and understand the narratives.

In your response, you must refer to one or more of the following.

- the relationship(s) between characters
- the relationship between multiple storylines
- the genre(s) and/or styles that texts may reference
- the structuring of time and its impact on narrative progression

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10 marks

**SECTION B – Media texts and society’s values**

Name the texts that you studied for media texts and society’s values this year.

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**Question 1**

a. Describe a value held in society that you studied this year.

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2 marks

b. Explain the effect of this value on the production of a media text that you studied this year.

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2 marks

**Question 2**

a. Describe a social issue or discourse that is evident in media texts that you studied this year.

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2 marks



**Question 3**

Identify and discuss both a dominant and an emerging value that are evident in the texts that you studied this year.

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6 marks



**SECTION C – Media influence**

**Question 1**

Compare **two** communication theories or models.

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4 marks

**Question 2**

Describe **two** theories of audience.

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4 marks

**Question 3**

Due to copyright restriction,  
this material is not supplied.

Gabriel Perna, 'Influence of violent video games still up for debate', *International Business Times*, September 2010

Source: Gabriel Perna, International Business Times online, 17 September 2010

- a. Explain how a communication theory or model applies to the above extract.

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You may use this space to illustrate your response.

2 marks

- b. What is the major assumption on which the communication theory or model you mentioned in **part a.** is based?

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2 marks

**Question 4**

The regulation of the media is a constant subject of social and political debate.

**a.** What are the major forms of media regulation in Australia?

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2 marks

**b.** Outline **two** of the major arguments and evidence for media regulation.

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4 marks

- c. Analyse an issue arising from the attempt to regulate the media in a modern, democratic society such as Australia.

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3 marks



