



Victorian Certificate of Education 2013

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

STUDENT NUMBER

Figures

Words

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Letter

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MEDIA

Written examination

Monday 18 November 2013

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 | 22 |
| B | 4 | 4 | 20 |
| C | 3 | 3 | 23 |
| | | | 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 20 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.

Question 2 (3 marks)

Discuss how the structuring of time has been used to construct meaning in **another** text that you studied this year.

SECTION B – Media texts and society’s values

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

Question 1 (2 marks)

Identify and describe a social issue **or** a discourse that you studied this year.

Question 2 (4 marks)

Explain how the social issue **or** discourse that you identified in **Question 1** is represented in a media text that you studied this year.

In your response, discuss how the representation has been constructed.

Question 4 (8 marks)

Society's values shape the construction and reading of texts. These values are in a state of constant evolution, and tension always exists between dominant, oppositional and emerging values.

Discuss the relationship between dominant, oppositional and emerging values in society, and how they have been represented in **one or more** media texts that you studied this year.

SECTION C – Media influence

Question 1 (4 marks)

Communication theories and models aim to provide some explanation of the complex relationship between the media and its audience.

Explain **two** communication theories or models and discuss their similarities and/or differences.

Question 2 (9 marks)

a. Name a media form or text that is considered influential.

Outline the nature of the influence and the audience members who are affected.

3 marks

b. To what extent can the influence of the media form or text outlined in **part a.** be justified?

In your response, refer to

- a communication theory or model
- arguments and evidence.

6 marks

Question 3 (10 marks)

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this material is not supplied

Source: Catharine Lumby, 'Media users should have say in regulation', *The Australian*, 6 May 2011

¹**trails** – falls or remains behind

²**media silos** – media that work independently of each other

³**blind** – unaware of

Discuss the issues raised about media regulation in this extract.

In your response, refer to the rationale for and arguments about the regulation of the media in Australia.
