



Victorian Certificate of Education 2013

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

# STUDENT NUMBER Letter Figures Image: Comparison of the state of

# 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			
Section	Number of questions	Number of questions to be answered	Number of marks
А	4	4	22
В	4	4	20
C	3	3	23
			Total 65

#### Structure of book

- 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.

### SECTION A – Narrative

Name the texts that you studied for narrative this year.

Question 1 (3 marks)
Describe how <b>one</b> of the production elements listed below functions to communicate ideas in <b>one</b> of the texts that you studied this year.
Tick $(\checkmark)$ the production element that you have selected. sound
ighting
editing
camera techniques

#### Question 2 (3 marks)

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



Analyse the genre(s) of **one** of the texts that you studied this year.

In your analysis, identify **two** production elements and **one** story element, and explain how they relate to the genre(s), styles and techniques that they may reference.



#### Question 4 (10 marks)

Compare and contrast how **two** fictional media texts that you studied this year engage their audiences. In your response, discuss

- a range of production and story elements
- the relationship between a text, its audience, its consumption and its reception.

SECTION A – Question 4 – continued www.theallpapers.com/ER

6

#### 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.

SECTION B – continued www.theallpapers.comER 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 3** (6 marks)

Analyse the relationship between a social issue **or** a discourse that you studied this year and how society's values are represented and distributed through media texts.

9

Refer to **two or more** examples from the texts that you studied this year.


#### **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.

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#### 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 r
To what autout any the influence of the modie form on tout outlined in most a the instified	
In your response, refer to <ul> <li>a communication theory or model</li> </ul>	
To what extent can the influence of the media form or text outlined in <b>part a.</b> be justified? In your response, refer to • a communication theory or model • arguments and evidence.	
In your response, refer to <ul> <li>a communication theory or model</li> </ul>	
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Source: Catharine Lumby, 'Media users should have say in regulation', The Australian, 6 May 2011

<sup>1</sup>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.

#### END OF QUESTION AND ANSWER BOOK

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Extra space for responses
Clearly number all responses 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.

