



**Victorian Certificate of Education  
2002**

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

**STUDENT NUMBER**

Figures  
Words


Letter

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**MEDIA**

**Written examination**

**Monday 18 November 2002**

**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	15
B	3	3	15
C	2	2	15
D	2	1	15
			Total 60

- 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.
- Instructions**
- Write your **student number** in the space provided above on this page.
  - All written responses must be in English.

**Students are NOT permitted to bring mobile phones and/or any other electronic communication devices into the examination room.**

**SECTION A – Narrative**

**Instructions for Section A**

Answer **all** questions in the spaces provided.

The texts that I studied this year for narrative are \_\_\_\_\_  
\_\_\_\_\_

**Question 1**

With reference to **one** of these texts, provide an example of how **one** of the following production elements is used to contribute to the audience’s understanding of the narrative.

- lighting
- sound
- acting

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3 marks

**Question 2**

A narrative generally begins with a situation, then a series of changes occur according to a pattern of cause and effect through time and space.

With reference to **one** of the narratives you have studied this year, discuss how cause and effect contributes to the organisation of narrative.

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4 marks

**Question 3**

Editing, including vision and sound mixing, involves the careful coordination of images, sound effects, dialogue and music. Editing can contribute to the development of a narrative in many ways, which can include

- establishing a genre and/or program type
- contributing to character development
- developing storyline(s)
- creating suspense and/or tension.

Discuss how editing has been employed in **one** sequence from each of the **two** texts you have studied this year. You may refer to the dot points above and/or other ways that the editing contributes to the sequence and the narrative.

Text 1. Title \_\_\_\_\_

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Text 2. Title \_\_\_\_\_

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4 + 4 = 8 marks

**SECTION B – Media production design**

**Instructions for Section B**

Answer **all** questions in the spaces provided.



Illustration courtesy Nu-Color-Vue

The ‘See Australia First’ Travel Authority wishes to encourage Australian residents to take their holidays in Australia. They are seeking submissions for possible media productions that would promote any aspect of tourism in Australia.

The productions can be in any of the following formats

- film/video/animation
- slide tape/presentation program/data show
- radio/audio
- photography and/or images
- print (newspaper or specialist magazines)
- multimedia

The content can be commercial, creative, documentary, fictional or any other genre so long as the product in some ways relates to the theme of ‘See Australia First’. The content can relate to all Australian areas of tourism or to a particular area, and does not have to be restricted to the information on the map.

**Question 1**

You are going to write a submission as part of the ‘See Australia First’ campaign. Prepare a statement in which you outline the **Intention and Audience** for your product. The product should be presented in the medium in which you worked this year.

It should explain

- the medium for your proposed product
- the general format and content of your proposed product
- the audience for your product
- the general intention for your product.

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6 marks





This page is for any visual work for Question 2

6 marks

**Question 3**

What are **two** qualities or characteristics of your chosen medium of production that will be effective in helping you make a product that will encourage Australian residents to take their holidays in Australia?

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3 marks

SECTION C – Social values

<p><b>Instructions for Section C</b></p> <p>Answer <b>both</b> questions in the space provided.</p>
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The text that I studied this year for Social Values is \_\_\_\_\_

Period of its production \_\_\_\_\_

**Question 1**

With reference to the text that you studied this year for Social Values, describe how that text reflects the social values of the period of its production.

In your answer you should

- identify relevant social values of the time of your text’s production
- show how these values are present in the content and/or representations in your text.

You may refer to any other text(s) if relevant.

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7 marks

**Question 2**

A media text may reflect the period in which it was produced by the way that it generally supports the social values of the time. However, a text can also challenge some of the dominant social values, or support alternative or oppositional values.

Discuss **two** ways in which the text that you studied supports and/or challenges the social values of the period of its production.

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8 marks

**SECTION D – Media influence**

**Instructions for Section D**

Answer **one** question from this section as an extended response in the space provided.

**Question 1**

At different times the media has been criticised as being the cause of many social problems in society. Increased crime and violence is often related to the influence of the media, as is the level of youth unemployment, drug use and other issues of moral or social concern.

Alternatively, others argue that the media is a force for good in the community, that it is important in improving entertainment, informational and educational standards and that in certain cases it actually brings about some positive changes; for example, through campaigns for improving health or advertisements which aim to improve safety in the work place.

These differing views about the media suggest it is important to assess exactly what influence the media does have.

Discuss different ways that have been used to assess the **nature** and **extent** of media influence.

**OR**

**Question 2**

Discuss some of the issues involved in assessing the nature and extent of media influence.

In your response you should consider

- arguments **and** evidence about the nature and extent of media influence
- the media as an agent for influencing or reinforcing social values and/or provoking social change
- specific issues such as government regulation and/or industry self-regulation in the media
- the extent to which audiences use the media or are manipulated by the media.

Indicate the question you have answered.

Question 1 **or**

Question 2

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