

Victorian Certificate of Education  
Year

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

STUDENT NUMBER

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## MEDIA

## Written examination

Day Date

Reading time: \*.\* to \*.\* (15 minutes)

Writing time: \*.\* to \*.\* (2 hours)

## QUESTION AND ANSWER BOOK

## Structure of book

| Section | Number of questions | Number of questions to be answered | Number of marks |
|---------|---------------------|------------------------------------|-----------------|
| A       | 11                  | 11                                 | 55              |
| B       | 2                   | 2                                  | 20              |
|         |                     |                                    | Total 75        |

- 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 correction fluid/tape.
- No calculator is allowed in this examination.

**Materials supplied**

- Question and answer book of 18 pages, including **assessment criteria for Section B** on page 18
- 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****Instructions for Section A**

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

**Narrative and ideology****Question 1** (3 marks)

Describe the relationship between audience engagement and the construction of media narratives.

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**Question 2** (4 marks)

Explain how ideology can shape media narratives.

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**Question 3 (6 marks)**

Explain why audiences from different periods of time engage with, consume and read media narratives differently. In your response, refer to **one** of the narratives that you have studied this year.

[illegible]

### Question 4 (7 marks)

Analyse how the relationship between **two** media codes and/or conventions convey meaning in **another** narrative that you have studied this year.

[illegible]

**Media production process****Question 5** (3 marks)

Describe how you intended to engage the specified audience for which you designed your media product.

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**Question 6 (6 marks)**

Describe how the media codes and conventions that you explored were applied in your media production design. In your response, refer to narrative, genre or style.

[illegible]

**Question 7 (6 marks)**

Explain how feedback processes used during post-production helped you refine your media product.

[illegible]

## Agency and control in and of the media

### Question 8 (4 marks)

Provide **one** example in which audiences exercise agency over the media in the contemporary media landscape, and explain how this example conveys the dynamic and changing relationship between the media and its audience.

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**Question 9 (6 marks)**

Explain how the globalisation of media institutions has had an impact on the regulation of media content in Australia. In your response, refer to a specific example.

[illegible]



**Question 11 (5 marks)**

Describe an ethical and/or legal issue arising from media institutions harvesting and selling an individual's personal information.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



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### Question 2 (10 marks)

The media has always been considered to have the capacity to influence, but these days the balance of power is changing and arguments about who can influence an audience and a market have become highly contested.

Discuss how the change in methods of production, distribution, consumption or reception of media products has changed the extent of media influence.

[illegible]

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### Extra space for responses

**Clearly number all responses in this space.**

[illegible]



[illegible]

An answer book is available from the supervisor if you need extra paper to complete an answer. Please ensure you write your **student number** in the space provided on the front cover of the answer book. **At the end of the examination, place the answer book inside the front cover of this question and answer book.**

**TURN OVER**

**Assessment criteria for Section B**

The extended-answer question in Section B relating to Unit 3, Area of study 1 will be assessed against the following criteria:

- explanation of the characteristics of, and the construction of, media narratives
- analysis of media codes and conventions in conveying meaning
- analysis and/or discussion of the relationships between media narratives, ideologies and institutional contexts
- use of appropriate media language

The extended-answer question in Section B relating to Unit 4, Area of study 2 will be assessed against the following criteria:

- discussion of influences on and by the media and its audience
- analysis and/or evaluation of issues and/or challenges in the media
- use of media language