

**Victorian Certificate of Education  
2017**

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

STUDENT NUMBER           Letter

**MEDIA**

**Written examination**

**Monday 20 November 2017**

**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	22
B	4	4	21
C	4	4	22
			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 correction fluid/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.**







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**END OF SECTION A  
TURN OVER**











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**SECTION C – Media influence****Instructions for Section C**

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

**Question 1** (4 marks)

- a.** Identify and describe **one** communication theory or model that you studied this year. 2 marks

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- b.** Outline an argument that substantiates the nature and extent of the media's influence according to the communication theory or model identified in **part a.** 2 marks

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