

Victorian Certificate of Education
2020

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

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MEDIA**Written examination**

Thursday 26 November 2020

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	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 20 pages, including **assessment criteria for Section B** on page 20
- Additional space is available at the end of the book if you need extra space 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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SECTION A**Instructions for Section A**

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

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

Describe **one** relationship between media narratives and audience engagement.

Question 2 (4 marks)

Discuss **one** ideological or institutional context that has had an effect on the production or distribution of one media narrative that you have studied this year.

Media narrative _____

Question 4 (7 marks)

Explain how **two** media codes and/or conventions work together to engage an audience in one media narrative that you have studied this year.

Media narrative _____

Media production process

Question 5 (5 marks)

- a. Describe the research that you conducted to inform the exploration and development of your skills in a selected media form. 2 marks

Media form _____

- b. Explain how the research described in **part a.** contributed to the exploration and experimentation that you conducted in **one or more** of the following:

- media equipment
- technologies
- processes

3 marks

Question 6 (5 marks)

- a.** Outline **one** media process or convention, relevant to the media form in which you were working, used in your production design. 2 marks

- b.** Describe how effective the media process or convention outlined in **part a.** was in documenting the specified audiences, narrative and/or intention of your proposed production. 3 marks

Question 7 (5 marks)

Media production and post-production present a range of challenges.

Evaluate how **one** aspect of the media production process or post-production process contributed to the resolution of your media product.

Agency and control in and of the media

Question 8 (4 marks)

Describe **one** example of how globalised media institutions have shaped the distribution of media products to their audiences.

Question 9 (6 marks)

Discuss how the dynamic relationship between the media and its audiences has changed arguments and ideas about media influence in **one** of the following areas:

- production
- consumption

Question 10 (5 marks)

There are issues and challenges relating to the regulation and control of the media.

Discuss **one** example that demonstrates a rationale for the regulation of the media in Australia.

Question 11 (5 marks)

The media and its audiences are now both thought to exercise agency – the capacity to act and exert power.

Discuss **one** example where **either** the media **or** its audiences were able to exercise agency.

SECTION B

Instructions for Section B

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

Your responses will be assessed according to the assessment criteria set out on page 20.

Question 1 (10 marks)

Media narratives implicitly or explicitly comment on, reflect on, develop, reject or ignore ideologies.

Analyse the ways in which a media narrative that you have studied this year is shaped by ideology. Use the characteristics and/or construction of your selected media narrative to support your response.

Question 2 (10 marks)

As the media increasingly crosses national borders, governments are struggling to maintain control over the laws and policies created for their jurisdictions.

Analyse **one or more** issues relating to regulation and control of the media.

**END OF SECTION B
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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
- discussion of relationships between media narratives and audiences, including construction, engagement, consumption and reading
- 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

END OF QUESTION AND ANSWER BOOK

