

Victorian Certificate of Education 2021

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

		Letter
STUDENT NUMBER		

MEDIA

Written examination

Monday 15 November 2021

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
A	12	12	55
В	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.

SECTION A

Instructions for Section A

Answer all questions in the spaces provided.

N	arrative	and	ideo	logy

Qu	estion 1 (3 marks)	
a.	Identify the media form of one media narrative that you have studied this year.	1 mark
b.	Describe one characteristic of this media form.	2 marks

On	estion	2	(4	marks)
Οu	CSHOIL	4	17	marks

Explain how a media code or convention works to convey meaning in a of a media narrative that you have studied this year.	specific moment, frame or sequence
Media narrative	

Question 3 (6 marks) Discuss two examples of how an ideology shaped a media narrative. You may refer to either media narrative
that you have studied this year.

Question 4 (7 marks)

Analyse how present-day audiences may engage with, consume and read one of the media narratives t you have studied this year.	that
Media narrative	

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Media production process

Question 5 (3 marks)
Explain how your exploration of a narrative, style or genre informed your use of a code and/or convention that is appropriate to your selected media form.
that is appropriate to your selected media form.
Media form

Question 6 (3 marks)	
Describe a specific audience, narrative and intention of your media product.	

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Question 7 (4 marks)
Discuss how you documented details of production roles, tasks or timelines in your media production design.

Question 8 (5 marks)
Evaluate how effective your operation of equipment, materials and/or technologies was in realising your media product. You may refer to a specific pre-production, production and/or post-production process.

Agency and control in and of the media

Question 9 (3 marks)				
Describe how media is used by individuals in the contemporary media landscape.				

Question 10 (7 marks) Justify one rationale for regulating the media in Australia in response to the dynamic and changing relationship between the media and its audience.				

Question 11 (4 marks) Describe one ethical issue related to the production and/or distribution of media products.					

Question 12 (6 marks)
Analyse one example that demonstrates the dynamic relationship between audiences and global media institutions.

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)
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Media narratives are the product of creative and institutional practices and represent ideas through media codes and conventions.

Referring to at least two media narratives that you have studied this year, analyse the relationship between, and the function of, media codes and conventions to convey meaning.					

Question 2 (10 marks)

'Australia's media ... laws were drafted during an analogue era before the internet, when the media landscape was dominated by print newspapers and commercial radio and TV services.'

Source: Department of Infrastructure, Transport, Regional Development and Communications, 'Updating Australia's media laws', <www.communications.gov.au>; © Commonwealth of Australia

Discuss the extent to which the media and the audience are now both able to exert influence in the contemporary media landscape.	

Extra space for responses

Clearly number all responses in this space.					

An answer book is available from the supervisor if you need extra space 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.

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
- discussion of relationships between media narratives and audiences, including construction, engagement, consumption and reading
- 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:

- analysis and/or discussion of the relationships between the media and its audience
- 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

