

Media

Question and Answer Book

VCE Examination – Day Date Month Year

- Reading time is **15 minutes**: to •
- Writing time is 2 hours: to -•

Materials supplied

- Question and Answer Book of 16 pages
- · Additional space is available at the end of this book if you need extra space to complete an answer.

Instructions

- Write your student number in the space above.
- Write your responses in English.

Students are not permitted to bring mobile phones and/or any unauthorised electronic devices into the examination room.

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Section A (9 questions, 50 marks)	2–10
Section B (2 questions, 30 marks)	11–13





Section A

Instructions

b.

narrative.

Answer all questions in the spaces provided.

Question 1 (3 marks)

Identify a media narrative you have studied this year.

Selected media narrative: ____

Use the selected media narrative to answer the following.

Identify a way in which an audience may consume the selected media narrative. a. 1 mark

Explain how this method of consumption impacts the audience's reading of the media

2 marks

Question 2 (4 marks)

Discuss how a code or narrative convention functioned to convey meaning in a media narrative that you studied this year.

Selected media narrative: ____



Question 3 (7 marks)				
a.	Describe how one representation was constructed in a media narrative you studied this year.	3 marks		
	Selected media narrative:			
b.	Discuss how this representation reflects or challenges views and values of a specific context.	- 4 marks		
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Question 4 (6 marks)

Explain the relationship between the context and the production of a media narrative you studied this year.

Selected media narrative: ____

Version 2 – May 2024

Question 5 (10 marks)

The Great Mountainview Shire is inviting filmmakers, storytellers and digital creators to be part of a campaign to promote this area of outstanding natural beauty to all Victorians. The area is known for its produce, scenery and its proximity to both the coast and the city. The campaign seeks to attract a diverse range of people to the area through these media products.



Use the information above to develop **one** idea for a media production. Include a statement of intention and a statement of audience relevant to **one** of the media forms listed below. In your answer, you **must** address codes and conventions, narrative, genre or style and the societal context of a product.

Your proposed media production must be developed in **one** of the following media forms:

- moving image: film, television, video, animation
- still image: photography
- audio: radio, podcast
- print: magazine, zine, comic, graphic novel, newspaper, poster
- digital: online video and audio, streaming video and audio, podcast, magazine, comic, graphic novel, newspaper, video game, blog, website, app
- convergent or hybridised media: the combination or joining of two or more media forms, such as photography and animation, print productions and a digital game, augmented and virtual reality products.

Selected media form: _

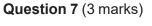
a. Statement of intention

5 marks

э.	Statement of audience	5 marks
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Question 6 (3 marks)

Discuss **one** example you studied this year when the media demonstrated the capacity to influence an audience.



Describe how the media is used by globalised media institutions, governments or individuals. In your response, use a **different** example from the one discussed in Question 6.



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Question 8 (6 marks)

The relationship between the media and audiences has never been more complex.

Discuss the changing relationship between the media and audiences.

Question 9 (8 marks)

'The other major reason the government is steering clear of an outright ban on specific misinformation is that it would be incredibly difficult to implement.'

Source: Andrew Thorpe, 'The Australian government wants to fight online misinformation ...', ABC News online, 27 June 2023, <abc.net.au>

Analyse the ways in which regulation and control of the media are 'incredibly difficult to implement' in the contemporary media landscape. In your answer, refer to the quote as well as to evidence, arguments and/or ideas you have studied this year.



Section B

Instructions

• Answer all questions in the spaces provided.

Question 1 (15 marks)

Analyse the factors that may influence the ways in which audiences from different contexts engage with and read the media narrative that you studied this year.

In your response, you must consider how the construction of representations in the media narrative reflected or challenged the views and values of a specific context.



Question 2 (15 marks)

'Media platforms have led to new modes of production, distribution, consumption and reception.'

Evaluate how these new modes have raised ethical and/or legal issues in the contemporary media landscape. In your answer, refer to the statement above as well as to specific evidence, arguments and ideas.



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Extra space for responses

Clearly number all responses in this space



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- If you need extra space to complete an answer, ask the supervisor for an Answer Book.
- 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 book.