MEDIA
Written examination

Monday 13 November 2006
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

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<th>Section</th>
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<tr>
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<td>B</td>
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<td>C</td>
<td>3</td>
<td>3</td>
<td>20</td>
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• 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 white out liquid/tape.
• No calculator is allowed in this examination.

Materials supplied
• Question and answer book of 15 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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SECTION A – Narrative

The narrative texts I have studied this year are

1. _______________________________________________________

2. _______________________________________________________

Question 1
Explain your understanding of the terms ‘cause and effect’ and ‘character motivations’ as story elements in fictional media texts. You may use examples from the texts you have studied.

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Question 2
Explain how one production element and one story element from the following lists contribute to the narrative possibilities, issues and/or ideas established in the opening sequence of one of the texts you have studied this year.

Production elements
• visual composition and mise en scène
• sound, including dialogue, music and sound effects

Story elements
• establishment and development of the character(s) and relationships between characters
• the setting and its function in the narrative

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SECTION A – Question 2 – continued
Question 3
With reference to the other text you studied this year, discuss how two of the following production elements establish the point(s) of view from which the narrative is presented in one sequence of the text.

- acting
- visual composition and mise en scène
- sound, including dialogue, music and sound effects
- editing/vision and sound design and mixing, including style, techniques, placement, pace and rhythm of editing
- camera/film/video techniques and qualities including shot selection, movement and focus
Question 4
With reference to one text, discuss how editing of vision and/or sound is used to structure time within the narrative.
In your answer you may include discussion of style, techniques, placement, pace and rhythm of editing.
**Question 5**

Compare how *either* lighting *or* sound (including dialogue and/or music and/or sound effects) is used in the **closing sequences** of the **two** narrative texts you studied this year.

In your response you may refer to any of the following.

- the resolution of the texts’ multiple storylines
- the communication of the major ideas, themes and issues of the narrative texts
- the audiences’ understanding, interpretation and enjoyment of the texts

6 marks

Total 25 marks
SECTION B – Social values

The text I have studied for Social values this year is

Production period _____________________________
Place of production _____________________________

Use this text for your answers to all the questions in Section B.

Question 1
Outline one social value held in society during the production period of this text.

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3 marks

Question 2
Explain how one or more of the social values of the production period have influenced the content and/or the production context of the text you studied. You may refer to particular values or general attitudes held in society other than the one you outlined in Question 1.

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SECTION B – Question 2 – continued
Question 3
Describe how one or more of the representations in the text you have studied this year is constructed to reflect social values of the text’s production period.

5 marks

Question 4
Discuss the extent to which one or more of the representations in the text either supports and/or challenges dominant or emerging or alternative or oppositional social values held during the time of the text’s production.

5 marks

SECTION B – Question 4 – continued
SECTION C – Media influence

Question 1
Media theorists describe mass media audiences as active or passive when exposed to media texts. What is meant by the concepts of an ‘active’ audience and a ‘passive’ audience?

3 marks

Question 2
Those who argue for media regulation generally believe that media content has some effect on audiences’ attitudes towards racism, sexism, violence, drug use, coarse language and political values.

Outline one argument in favour and one argument against the regulation of particular media content. In your answer you may refer to any media forms and/or texts you have studied this year and the issues and arguments discussed in relation to control of their content.

4 marks
Question 3

Discuss two communication models or theories that present opposing views about the power of the media to influence audiences.

In your response analyse and evaluate the arguments and evidence used both for and against these two models or theories.

Use any media texts and/or the media in general in your answer.
Extra space for responses

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