MEDIA
Written examination

Monday 16 November 2009
Reading time: 11.45 am to 12.00 noon (15 minutes)
Writing time: 12.00 noon to 2.00 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>
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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 19 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.
SECTION A – Narrative

The narrative texts I have studied this year are

1. ____________________________________________________________

2. ____________________________________________________________

Question 1
Define two production elements.

_________________________________________________________________

_________________________________________________________________

_________________________________________________________________

_________________________________________________________________

_________________________________________________________________

_________________________________________________________________

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_________________________________________________________________

2 marks
Question 2
Using one of the texts studied for narrative, explain how the production elements you identified in Question 1 work together to enhance the audience’s engagement with a character and/or relationships between characters in the narrative.

5 marks
Question 3
Using the other text studied for narrative, explain how two production elements listed below combine to convey aspects of a setting and its function in the narrative.

- lighting
- sound
- editing/vision and sound design and mixing
- visual composition and mise en scène

5 marks
Question 4

With reference to one of the texts studied for narrative, explain how sound is used to develop the narrative. Your response must refer to two of the points below.

- music
- sound effects
- dialogue/voice-over
- absence of sound

4 marks
Question 5
Analyse the way that one of the following story elements is used in both of the narrative texts you have studied this year.

- opening and/or closing sequences
- cause and effect including character motivations
- multiple storylines and how they interrelate
- point(s) of view from which the narrative is presented

In your answer you must also refer to two or more production elements. Use specific examples from each narrative text to support your analysis.
SECTION B – Social values

Name the text you studied for Social values this year.

Production period

Place of production

Question 1
a. Define the term social value.

b. Provide one example of a social value present in the production period stated above.

1 + 1 = 2 marks

Question 2
Explain how a social value is reflected in a representation in the media text you studied this year.

3 marks
Question 3
Discuss the ways in which the media text you studied reflects the social values of its production period and analyse the extent to which the text supports and/or challenges those social values.
You must refer to the following.
• the nature of social values and how they are reflected in the text’s representations
• the degree to which dominant values and/or emerging, alternative, oppositional values are supported and/or challenged in the text
Question 1
Discuss one example where the media is claimed to have positively influenced its audience.

3 marks
Question 2

a. **Outline one** argument either in favour of, or against, media content regulation.

b. **Discuss one** example of where a media form and/or text’s content was regulated, and **analyse** the effectiveness of this type of media control.

2 + 4 = 6 marks
Question 3

Compare two communication theories and/or models which attempt to explain the nature and extent of media influence.

5 marks
Question 4

Evaluate the arguments and evidence that have been used to support one of the communication theories and/or models you have referred to in Question 3.

6 marks
Total 20 marks
Extra space for responses

Clearly number all responses in this space.
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.