

Media

Written examination – November

Introduction

The examination criteria and description are published in the *VCE Media Assessment Handbook 2005*.

Format of paper

The examination paper will consist of three sections: Section A (Narrative), Section B (Social values) and Section C (Media influence).

All questions in each section are compulsory for all students.

The examination will require students to respond to short-answer questions and, for one section, to write an extended response. The section that requires an extended response will vary from year to year. This section will also contain some short-answer questions.

Each section will include **2, 3, 4 or 5 questions**. Questions may provide scope for choice between varying options or examples that may be used by students. In Section A (Narrative) students will be required to write on at least one narrative, as defined in the Study Design (page 36), and to nominate the text(s) being used for their response. In Section B (Social values) students will be required to nominate the text(s) being used for their response, including details of its year and country of production.

Teachers may refer to past examination papers for examples of questions. Previous Assessment Reports on the written examination may also contain helpful advice. In such past examination papers and Assessment Reports, the old Section B (Media production design) does **not** apply. In referring to previous exam papers, teachers should be aware of modifications to key knowledge and key skills in all cases.

Teachers should refer to the Examination section of the *VCE Media Assessment Handbook 2005* and to the *VCAA Bulletin* for further advice during the year.

2005 examination structure

Students will answer a series of questions based on Unit 3 Outcome 1, and Unit 4 Outcomes 2 and 3.

The marks for each outcome will be allocated in approximately the following way.

Outcome	Marks allocated (%)
Unit 3 – Outcome 1	27.5% – 40%
Unit 4 – Outcome 2	27.5% – 40%
Unit 4 – Outcome 3	27.5% – 40%

Unit 3 Outcome 1 will have a slightly higher weighting, although the extent of this weighting may vary from year to year.

The marks in this sample material are provided as an indication of the length and detail of the responses expected. The marks allocated to individual questions and each section may vary from year to year. Each question will be followed by lined space which will provide a guide to the amount of written response anticipated. Further guidance will be provided by the number of marks allocated to each question, which will be clearly stated below each question.

Questions may include material such as stills, posters, script extracts, diagrams, newspaper extracts and illustrations. Such stimulus materials will not require any prior knowledge of their content.

In Section A students will be required to nominate the text(s) upon which they are writing. In Section B students will be required to nominate the text(s) upon which they are writing, as well as its year and country of production.

The following sample material provides an indication of the type and range of questions teachers and students can expect on the Media examination paper in November 2005. It is not intended to form the basis of a sample examination paper. Each section includes a sample question requiring an extended response. Note that in any one year only one extended response will be required, and that this extended response can come from any section.

Sample questions

SECTION A – Narrative

Question 1

Identify how two **production** elements were used to establish the main or initial setting of the narrative in one of the texts that you studied.

4 marks

Question 2

Compare how **two** of the following production or story elements are used to contribute to the audience's understanding of **two** of the texts you studied.

- mise en scène
- structuring of time
- editing
- characters

6 marks

Question 3

The story element of cause and effect is present in all narratives. The story element encourages the audience's engagement, while the cause and effect relationship develops the story through time and space.

Referring to **one** of the narratives you have studied this year

- discuss how cause and effect is used to structure the narrative using production and story elements and
- analyse how cause and effect allows for and/or encourages audience engagement.

15 marks

Question 4

In the creation of a narrative for the media, three stages are generally identified – preproduction, production and postproduction. This still is from the production stage of an episode of *The Secret Life of Us* and illustrates that many people, working with a range of production elements, are involved at this stage.

Using one of the texts that you studied identify **three** production elements that were important during its production stage, and explain how they contributed to the development of the narrative.

9 marks

SECTION B – Social values**Question 1**

Describe **one** social value that can be identified in the text(s) that you studied.

4 marks

Question 2

a. Identify **two** ways in which a social value is represented in the text(s) that you studied.

6 marks

b. Discuss how the two representations you identified above are related to the social values of the period of the production of the text(s).

8 marks

Question 3

Discuss how a social value(s) has shaped the content of media texts. In your response make sure you discuss at least two media texts.

8 marks

Question 4

Discuss how the two representations you identified (in sample Question 2) are related to the social values of the period of the text's production.

8 marks

Question 5

Representations in media texts may include the depiction of institutions and/or organisations as well as characters and social relations. These representations may support and/or challenge social values.

With particular reference to a media text you have studied this year

- describe representations presented in that text
and
- discuss the extent to which those representations support and/or challenge social values of the period of its production.

15 marks

SECTION C – Media influence**Question 1**

Outline **two communication** models or theories which are used to explain the concept of media influence.

3 + 3 = 6 marks

Question 2

Compare how these **two** communication models or theories of media influence suggest that audiences behave in relation to the media and its influence on them.

3 + 3 = 6 marks

Question 3

Explain the meanings of the following terms.

- communication model or theory
- regulation of media content

3 + 3 = 6 marks

Question 4

Media commentators have drawn attention to the difference between the influence of an individual media text such as a film or television program or a newspaper article and the influence of the media in general. Explain what is meant by this difference. Use examples in your explanation.

8 marks

Question 5

'There is a difference between claiming that the media in general influences people, and claiming that an individual media text such as a film or television program or a newspaper article has been influential.'

Discuss this difference using appropriate examples of the different influences.

15 marks

Question 6

If we accept that the media should be controlled or regulated in our society, then we must also consider what is the most effective means of control or regulation of the media. Such means may include government regulation, self-regulation, and codes of practice.

Analyse the arguments and evidence used to support measures for controlling and regulating media content.

15 marks