MEDIA
Written examination

Monday 16 November 2015
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

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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 correction fluid/tape.
- No calculator is allowed in this examination.

Materials supplied
- Question and answer book of 16 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

Name the texts that you studied for narrative this year.

Question 1 (3 marks)

a. Define the story element ‘structuring of time’. 1 mark

b. Explain how structuring of time functions in one of the narrative texts that you studied this year. 2 marks
Question 2 (3 marks)
With reference to one narrative text that you studied this year, explain how one of the following contributes to the narrative’s meaning:
• camera techniques
OR
• technologies and qualities for radio

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Question 3 (5 marks)
Discuss how one production element or one story element assists the audience’s consumption and reception in two of the narrative texts that you studied this year. You must use the same element for both narrative texts.

Chosen element ____________________________

________________________________________________________________________

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Question 4 (10 marks)
Analyse how two of the following elements have been used to establish and/or develop characters in two of the narrative texts that you studied this year:

- sound
- acting
- the opening and/or resolution of the narrative
- multiple storylines

You must use the same two elements for both texts.
SECTION B – Media texts and society’s values

Name the texts that you studied for media texts and society’s values this year.

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Question 1 (2 marks)
Describe a discourse or social issue evident in the texts that you studied this year.

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Question 2 (4 marks)
Discuss how one text has been shaped by a discourse or social issue present in the society at the time it was produced.
**Question 3** (8 marks)

a. Explain how a representation from another text that you studied this year was constructed.  4 marks

b. Discuss a value that the representation explained in part a. reflects.
   In your response, outline why the value is dominant, oppositional or emerging.  4 marks
Question 4 (8 marks)
Analyse the relationship between dominant, oppositional and emerging values in society and in one or more media texts.
In your response, refer to both:
• a discourse or social issue that is evident in the text(s) that you studied this year
• the tension that exists between the different values in society and in one or more media texts.
SECTION C – Media influence

Question 1 (2 marks)
a. Define the ‘nature of media influence’.  

b. Define the ‘extent of media influence’.  

Question 2 (6 marks)
With reference to a media form/text that is claimed to influence a specific audience, outline two arguments and/or examples of evidence that support or oppose this claim.

Form/text ____________________________

Audience claimed to be influenced ____________________________

Argument and/or example of evidence 1 ____________________________

Argument and/or example of evidence 2 ____________________________
Question 3 (6 marks)
Describe and compare two communication theories/models that attempt to explain the relationship between audiences and the media.
Question 4 (8 marks)

Why is regulation of the media challenging and often debated?

In your response, you must include:

• arguments surrounding the rationale for and regulation of the media
• evidence about media influence on audiences and the broader society.
Extra space for responses

Clearly number all responses in this space.
An answer 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 answer book.

At the end of the examination, place the answer book inside the front cover of this question and answer book.