MEDIA

Written examination

Monday 14 November 2005

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

<table>
<thead>
<tr>
<th>Section</th>
<th>Number of questions</th>
<th>Number of questions to be answered</th>
<th>Number of marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>5</td>
<td>5</td>
<td>25</td>
</tr>
<tr>
<td>B</td>
<td>3</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td>C</td>
<td>4</td>
<td>4</td>
<td>20</td>
</tr>
</tbody>
</table>

Total 65

- 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 14 pages.
- A script book is available from the supervisor if required.

Instructions
- Write your student number in the space provided above on this page and on the front cover of any script book used.
- Answer all questions in the spaces provided.
- All written responses must be in English.

At the end of the examination
- If a script book is used, place it inside the front cover of this question and answer book.

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

© VICTORIAN CURRICULUM AND ASSESSMENT AUTHORITY 2005
SECTION A – Narrative

The narrative texts I have studied this year are

1. 

2. 

Question 1
Identify one story element from one of the texts you have studied this year.

Question 2
Using the story element identified in Question 1, discuss how it combines with one of the following production elements to communicate ideas within the narrative such as themes, issues or motifs.

- lighting
- visual composition and mise en scène
- acting
- sound, including dialogue, music and sound effects

1 mark
Question 3
With reference to one of the narrative texts you have studied this year, discuss how one of the following production elements is used to develop characters and relationships between characters within the narrative.

- camera/film/video techniques and qualities including shot selection, movement and/or focus

OR

- sound, including dialogue and/or music and/or sound effects
Question 4

With reference to the other (that is, not the text you discussed in Question 3) narrative text you have studied this year, discuss how one of the following production elements is used to structure time within the narrative.

• camera/film/video techniques and qualities including shot selection, movement and/or focus

OR

• editing/vision and sound design and mixing, including style, techniques, placement, pace and/or rhythm of editing
Question 5
Audiences have certain expectations about a film, radio or television program. Some expectations exist due to the genre of the text. Audiences can react in a variety of ways, from intense excitement during an action sequence to heartfelt sadness in response to a tragic closure.

With reference to at least two of the following points, discuss ways in which production and story elements are used to structure a narrative which engages an audience in at least one narrative text you studied this year.

• the point of view from which the narrative is presented
• narrative progression, including the relationship between the opening sequence(s), developments within the narrative and the closure of the narrative
• the relationship between the narrative text(s) and the genre or type of program that the text(s) relates to
SECTION B – Social values

Name the text you studied for Social values this year.

________________________________________________________________________________________

Production period ____________________________________________________________

Place of production _____________________________________________________________

Question 1
Describe one social value that existed in the period and place of production of the text you studied.

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

2 marks

Question 2
Explain how the social value you described in Question 1 is reflected in one or more of the representations in the text you studied.

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

4 marks
Question 3
Discuss the extent to which the representations and the content of the text you studied support and/or challenge the social value you identified in Question 1. In your answer you should include discussion of
• the nature and structure of the representations in the text
• general values and attitudes held in the society during the period of the text’s production
• the specific production context of the text.
SECTION C – Media influences

Question 1
Outline two contrasting communication models or theories of media influence which suggest that audiences respond to media texts in different ways.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

4 marks
Question 2
Identify one communication model or theory which is used to support the proposition that the media does exert a significant influence over audiences. Evaluate the arguments and evidence used to support this communication model or theory and those used to criticise it.

6 marks
Question 3
Identify one communication model or theory which is used to support the proposition that the media does not exert a significant influence over audiences. Evaluate the arguments and evidence used to support this communication model or theory and those used to criticise it.

6 marks
Question 4
Briefly describe two arguments used in favour of regulating particular forms of media content such as representations of violence, drug use, coarse language, racism and/or sexism.

1. 

2. 

4 marks
Total 20 marks