MEDIA

Written examination

Monday 15 November 2010
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>4</td>
<td>4</td>
<td>25</td>
</tr>
<tr>
<td>B</td>
<td>3</td>
<td>3</td>
<td>20</td>
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<tr>
<td>C</td>
<td>2</td>
<td>2</td>
<td>20</td>
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<td></td>
<td></td>
<td></td>
<td>Total 65</td>
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</tbody>
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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 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

The narrative texts I have studied this year are

1. __________________________________________________________

2. __________________________________________________________

Question 1
a. Define the production element, acting.

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__________________________________________________________

2 marks

b. With reference to one of the texts you studied this year, explain how acting is combined with character to develop the narrative.

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4 marks
Question 2
Using the other text you studied this year, discuss how cause and effect contributes to the development of the narrative.

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5 marks
Question 3
For one of the texts you studied this year, identify its genre(s) or type(s) of stories. Discuss how two of the following production elements create the genre(s) or type(s) of stories you have identified.

- camera/film/video techniques and qualities, including shot selection, movement and focus
- sound, including dialogue, music and sound effects
- lighting, including naturalistic and expressive
- editing/vision and sound design and mixing, including style, techniques, placement, pace and rhythm of editing
- visual composition and mise en scène

6 marks
Question 4
From one of the texts you studied, discuss themes, issues and/or motifs and analyse their contribution to the narrative.
You must refer to at least one production element and one story element in your response.

8 marks
Total 25 marks
SECTION B – Social values

Name the text you studied for Social values this year.

____________________________________________________________________________________

Production period ____________________________________________________________________

Place of production ____________________________________________________________________

Question 1
With reference to the text you studied this year, describe two attitudes in the form of social values held in society during the production period.

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6 marks
Question 2
‘Media texts reflect the society in which they operate.’

With reference to the media text you have studied explain, using examples, how the production context may have shaped the content of the media text.
In your response you may refer to
• year and country of production
• production source(s)
• distribution and/or exhibition process(es)
• production personnel involved in the making of the media product and other factors.

7 marks
Question 3

Briefly describe two of the representations in the text you studied and explain in more detail the extent to which these representations support and/or challenge dominant, emerging, alternative or oppositional social values of the production period.

7 marks
Total 20 marks
SECTION C – Media influence

Question 1
a. Describe one communication theory and/or model.

b. Provide two examples of evidence used to support the communication theory and/or model you described in part a.
Question 2

Discuss the positive and negative effects the media may have on its audience and the issues that arise when assessing the media and its influence.

To support your discussion you must refer to the following.

- communication theories and/or models
- arguments and evidence about the nature and extent of media influence
- arguments and evidence about the regulation of media content
- a range of media examples
Extra space for responses

Clearly number all responses in this space.