MEDIA

Written examination

Monday 14 November 2016

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>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>4</td>
<td>4</td>
<td>21</td>
</tr>
<tr>
<td>B</td>
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<tr>
<td>C</td>
<td>4</td>
<td>4</td>
<td>20</td>
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<td>Total 65</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 correction fluid/tape.
• No calculator is allowed in this examination.

Materials supplied
• Question and answer book of 20 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

Instructions for Section A
Answer all questions in the spaces provided.

Name the texts that you studied for narrative this year.

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Question 1 (5 marks)

a. Identify two story elements. 2 marks

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b. Describe how one of the story elements identified in part a. assists in the development of a character in one of the narrative texts that you studied this year. 3 marks

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Question 2 (4 marks)
Discuss how editing has been used to communicate meaning in the other narrative text that you studied this year.
Question 3 (4 marks)
With reference to one narrative text that you studied this year, explain how one of the following elements assists the audience in engaging with the opening of the narrative:

- camera techniques
- sound
- editing
- acting
Question 4 (8 marks)

Compare how both narrative texts that you studied this year engage audiences through the use of mise en scène.
SECTION B – Media texts and society’s values

Instructions for Section B
Answer all questions in the spaces provided.

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

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Question 1 (4 marks)
a. Describe one dominant value in one text that you studied this year. 2 marks

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b. Outline how another text that you studied this year reflects an oppositional or emerging value. 2 marks

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**Question 2** (4 marks)
The media plays a significant role in forming values and attitudes, using representational tools of language, image and sound to construct and distribute ideas and attitudes in texts.

Discuss how **one** media representation has been constructed to reflect an idea, a value, an attitude or a discourse in **one** media text that you studied this year.
Question 3 (6 marks)
How has one discourse or social issue evolved over time? In your response, compare representations from two or more media texts that you studied this year.
**Question 4** (10 marks)
Discuss how one or more media texts that you studied this year presented a discourse or an issue. In your response, refer to:

- the relationship between dominant, oppositional or emerging values
- the relationship between the discourse or issue and how the media text(s) reflects society’s values
- particular moral, political or other views
- the distribution of particular social values through the media text(s).
SECTION C – Media influence

Instructions for Section C
Answer all questions in the spaces provided.

Question 1 (3 marks)
Describe the relationship between one theory of audience and one specific communication theory or model.

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Question 2 (3 marks)
The media is subject to regulation.

Outline one argument against the regulation of one specific media form or text. In your response, refer to any media forms or texts that you studied this year, and issues in relation to control of the specific media form or text.
Question 3 (4 marks)
Audiences are increasingly involved in media consumption, creation and distribution.
Discuss the relationship between one specific audience and at least one media form or text.

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SECTION C – continued
TURN OVER
**Question 4** (10 marks)
Evaluate opposing views about the power of the media to influence audiences. In your response, compare arguments and evidence from two communication theories or models.
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.