MEDIA

Written examination

Monday 20 November 2017
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

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<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>3</td>
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<td>B</td>
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<td>C</td>
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<td><strong>Total</strong></td>
<td><strong>65</strong></td>
<td>13</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 (6 marks)

a. Identify two production elements. 2 marks

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b. Describe how the two production elements identified in part a. establish a setting in one of the narrative texts that you studied this year. 4 marks

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**Question 2** (6 marks)
Discuss how the relationship between multiple storylines contributes to the audience’s reading of the narrative in another narrative text that you studied this year.
Question 3 (10 marks)
Compare how two of the narrative texts that you studied this year are organised to reference genre(s), styles or techniques in order to engage audiences and construct meaning. Your response must refer to a range of production and story elements.
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 (3 marks)
Explain the difference between a value in society and a social issue or discourse.

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SECTION B – continued
Question 2 (4 marks)
Society’s values or attitudes may be linked to particular moral, political or other views.

Describe how, in a text that you studied this year, one value in society has been represented to reflect a particular social issue or discourse.
Question 3 (6 marks)
Media representations reflect and mediate ideas from particular economic, social, cultural, political or institutional points of view.

Compare how two representations from one or more texts that you studied this year reflect values held in society.
Question 4 (8 marks)
Discuss the role that media texts play in the construction, distribution and/or interpretation of ideas and values. In your response, refer to a social issue or discourse that you studied this year.
SECTION C – Media influence

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

Question 1 (4 marks)

a. Identify and describe one communication theory or model that you studied this year. 2 marks

b. Outline an argument that substantiates the nature and extent of the media’s influence according to the communication theory or model identified in part a. 2 marks
Question 2 (6 marks)
Describe one instance when a particular media form or text was claimed to have influenced the behaviour of a particular audience and compare how two different communication theories or models can be used to justify or challenge the claim.
**Question 3** (4 marks)
Outline one type of media regulation and analyse an argument used for or against this type of regulation.
Question 4 (8 marks)
‘Audiences are central to the construction and dissemination of media products.’

Discuss the statement above. In your response, provide support or opposition based on one or more of the following:
• academic approaches
• communication theories or models
• evidence
• arguments
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 an 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.**