MEDIA

Written examination

Thursday 26 November 2020

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>11</td>
<td>11</td>
<td>55</td>
</tr>
<tr>
<td>B</td>
<td>2</td>
<td>2</td>
<td>20</td>
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<td></td>
<td></td>
<td>Total 75</td>
<td></td>
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</tbody>
</table>

- 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, including assessment criteria for Section B on page 20
- Additional space is available at the end of the book if you need extra space 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.

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Narrative and ideology

Question 1 (3 marks)
Describe one relationship between media narratives and audience engagement.

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Question 2 (4 marks)
Discuss one ideological or institutional context that has had an effect on the production or distribution of one media narrative that you have studied this year.

Media narrative ________________________________
**Question 3** (6 marks)
Explain the way in which another media narrative that you have studied this year was read in a particular way by one audience at the time of its release. You must use a different media narrative from the one used in Question 2.

Media narrative __________________________________________
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Question 4 (7 marks)
Explain how two media codes and/or conventions work together to engage an audience in one media narrative that you have studied this year.

Media narrative ________________________________________

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Media production process

**Question 5 (5 marks)**

**a.** Describe the research that you conducted to inform the exploration and development of your skills in a selected media form. 2 marks

Media form

b. Explain how the research described in **part a.** contributed to the exploration and experimentation that you conducted in **one or more** of the following:

- media equipment
- technologies
- processes 3 marks
Question 6 (5 marks)

a. Outline one media process or convention, relevant to the media form in which you were working, used in your production design. 2 marks

b. Describe how effective the media process or convention outlined in part a. was in documenting the specified audiences, narrative and/or intention of your proposed production. 3 marks
Question 7 (5 marks)
Media production and post-production present a range of challenges.
Evaluate how one aspect of the media production process or post-production process contributed to the resolution of your media product.
Agency and control in and of the media

Question 8 (4 marks)
Describe one example of how globalised media institutions have shaped the distribution of media products to their audiences.
**Question 9** (6 marks)
Discuss how the dynamic relationship between the media and its audiences has changed arguments and ideas about media influence in one of the following areas:

- production
- consumption
Question 10 (5 marks)
There are issues and challenges relating to the regulation and control of the media.
Discuss one example that demonstrates a rationale for the regulation of the media in Australia.
Question 11 (5 marks)
The media and its audiences are now both thought to exercise agency – the capacity to act and exert power. Discuss one example where either the media or its audiences were able to exercise agency.
Question 1 (10 marks)
Media narratives implicitly or explicitly comment on, reflect on, develop, reject or ignore ideologies.
Analyse the ways in which a media narrative that you have studied this year is shaped by ideology. Use the characteristics and/or construction of your selected media narrative to support your response.
Question 2 (10 marks)
As the media increasingly crosses national borders, governments are struggling to maintain control over the laws and policies created for their jurisdictions.

Analyse one or more issues relating to regulation and control of the media.
Extra space for responses

Clearly number all responses in this space.
An answer book is available from the supervisor if you need extra space 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.
### Assessment criteria for Section B

The extended-answer question in Section B relating to Unit 3, Area of Study 1 will be assessed against the following criteria:

- explanation of the characteristics of, and the construction of, media narratives
- discussion of relationships between media narratives and audiences, including construction, engagement, consumption and reading
- analysis and/or discussion of the relationships between media narratives, ideologies and institutional contexts
- use of appropriate media language

The extended-answer question in Section B relating to Unit 4, Area of Study 2 will be assessed against the following criteria:

- discussion of influences on and by the media and its audience
- analysis and/or evaluation of issues and/or challenges in the media
- use of media language