



**Victorian Certificate of Education
2011**

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

STUDENT NUMBER

Letter

Figures									
Words									

MEDIA
Written examination

Monday 21 November 2011

Reading time: 11.45 am to 12.00 noon (15 minutes)

Writing time: 12.00 noon to 2.00 pm (2 hours)

QUESTION AND ANSWER BOOK

Structure of book

<i>Section</i>	<i>Number of questions</i>	<i>Number of questions to be answered</i>	<i>Number of marks</i>
A	4	4	25
B	4	4	20
C	4	4	20
			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 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

Name the texts you studied for narrative this year.

Question 1

Define one story element used in a text you have studied this year.

2 marks

Question 2

Explain how **another** story element works together with the production element, **sound**, to convey meaning to the audience in **one** of the narratives you have studied this year.

2 marks

SECTION B – Social values

Name the text you have studied for social values this year.

Production period _____

Place of production _____

Question 1

Define the term ‘dominant social value’ and provide an example from the production period you have studied this year.

2 marks

Question 2

a. Identify two social values evident in the text you have studied this year.

2 marks

b. **Explain** how each of these social values is reflected in representations from the text you have studied this year.

4 marks

Question 4

The values of a society are in a state of constant evolution, and tension always exists between the dominant set of values and different or emerging social values.

To what **extent** does the main text you have studied for social values this year **support and/or challenge** the social values of its production period? You may refer to dominant, emerging, alternative or oppositional values and their representations in the text.

6 marks

SECTION C – Media influence

Question 1

Describe two communication theories and/or models.

4 marks

Question 2

- a. **Identify** one example where the media is said to have a **positive effect** on an individual(s), audience(s) and/or society.

2 marks

- b. **Explain** an example of evidence that has been used to justify the **above positive effect**.

2 marks

Question 3

- a. Describe an example where the media is said to have a **negative effect** on an individual(s), audience(s) and/or society.

2 marks

- b. Present an analysis of the **arguments** and **evaluate** the **evidence** that explains the **nature and extent** of this **negative effect**.

4 marks

Question 4

- a. A range of measures has been designed to regulate media content.

Provide one example of the regulation of media content.

2 marks

- b. **Discuss** the arguments and evidence used to explain the effectiveness of this regulation in the interests of protecting audiences.

4 marks

