



OFFICE OF TASMANIAN
ASSESSMENT, STANDARDS
& CERTIFICATION

Tasmanian Certificate of Education
External Assessment 2017

PLACE YOUR CANDIDATE
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MEDIA PRODUCTION

(MED315117)

Time allowed for this paper

- Working time: 2 hours
- Plus 15 minutes recommended reading time

Pages:	8
Questions:	12

Candidate Instructions

1. You **MUST** make sure that your responses to the questions in this examination paper will show your achievement in the criteria being assessed.
2. This paper has **TWO** sections.
3. You must answer:
 - **ONE** question from **Section A**
 - **ONE** question from **Section B**
4. Answer **each question** in a separate answer booklet.
5. All written responses must be in English.

On the basis of your performance in this examination, the examiners will provide results on each of the following criteria taken from the course statement:

Criterion 1 Communicate media ideas and information.

Criterion 2 Analyse journalism and its role in society.

Criterion 3 Analyse advertising and its role in society.

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SECTION A

Answer **ONE** question from this section.

Your answer should be in essay form.

Use a **separate** answer booklet for this section.

It is recommended you spend approximately **60 minutes** on this section.

This section assesses **Criteria 1 and 2**.

Question 1

Codes and conventions of news products assist the audience to engage with the story. Discuss how these codes and conventions have been used at least one major news story.

Question 2

Is the Media, Entertainment and Arts Alliance (MEAA) journalist code of ethics an effective watchdog for journalists and news organisations? Use examples including from *Media Watch* to support your response.

Question 3

Australia has one of the highest concentrations of commercial media ownership in the world. Discuss how this influences the nature of news products offered to audiences.

Question 4

How do production techniques differ between public and private journalism? Discuss with reference to either radio, print, online or television.

Question 5

Discuss how new technologies have affected the quality of journalism. Use specific examples to support your point of view.

Question 6

Media organisations often choose to promote sensational news stories. Explain, with reference to specific examples, why this might be the case.

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SECTION B

Answer **ONE** question from this section.

Your answer should be in essay form.

Use a **separate** answer booklet for this section.

It is recommended you spend approximately **60 minutes** on this section.

This section assesses **Criteria 1 and 3**.

Question 7

Choose one advertisement and discuss in detail how the production elements and/or story elements are intended to persuade audiences.

Question 8

‘Social values change over time.’

Discuss this statement and compare representations from two or more advertisements that illustrate this idea.

Question 9

Discuss an advertisement that has been constructed to promote an idea, a value or an attitude by its use of language, image and/or sound.

Question 10

Discuss two advertisements that are aimed at different target audiences. Compare the ways that each advertisement uses production techniques to influence the audience’s attitude to the product being advertised.

Question 11

Discuss an advertisement that could be considered controversial. Refer to the production choices made and their possible effect on audiences.

Question 12

Stereotypes are created, used and reinforced in advertising. Discuss the use of stereotypes in at least two advertisements.

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