



OFFICE OF TASMANIAN  
ASSESSMENT, STANDARDS  
& CERTIFICATION

Tasmanian Certificate of Education  
External Assessment 2018

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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**.

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### Question 1

“Quality journalism is important for a healthy democracy.”

With reference to the MEAA Journalist Code of Ethics evaluate this statement and refer to specific news products to illustrate your answer.

### Question 2

Many news stories sensationalise violence and crime.

Discuss why news organisations do this and analyse the use of codes and conventions in specific news stories of this kind.

### Question 3

Social media has changed the way that news is produced and consumed.

Use specific examples to identify and discuss the changes to production techniques and audience expectations of traditional journalism.

### Question 4

Journalists engage audiences by focusing on human interest stories.

Choose one major news story that you have studied and discuss how production techniques have been used to emphasise the human angle.

### Question 5

“Quality journalism is under threat.”

Discuss how the increasing concentration of Australian media ownership affects the quality of journalism produced. Use specific examples to illustrate your answer.

### Question 6

What makes a story newsworthy? Compare two different news stories and identify the ingredients that ensured they were chosen to be broadcast or published.

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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**.

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### Question 7

Advertising has changed over time. Use specific examples of advertising to discuss how and why this is the case.

### Question 8

Choose at least one advertisement that uses gender stereotypes to sell a product.

Identify these stereotypes, explain how production techniques have been used to either maintain or challenge these stereotypes and discuss how advertising might influence audiences' attitudes to gender.

### Question 9

Advertising sells products by identifying a specific audience and connecting with that audience's desires.

Compare how two different advertisements use production elements to encourage the target audience to purchase the product.

### Question 10

"Advertising should not make false or misleading claims."

Discuss this statement with reference to at least two advertisements that you have studied.

### Question 11

The three stages of production are used in the creation of successful advertising products.

Use an example of an advertisement that you have studied this year to describe and evaluate how production processes have been used to influence the audience.

### Question 12

New media technologies have changed the way that advertising is delivered.

Use specific examples to identify how these changes enable organisations to successfully deliver their message and evaluate how these technologies affect society.

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