



OFFICE OF TASMANIAN
ASSESSMENT, STANDARDS
& CERTIFICATION

PLACE YOUR CANDIDATE
LABEL HERE

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 and indicate what question you have answered on the front of the cover page/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 document:

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.

Use a separate answer booklet for this section. Your answer should be in essay form.

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

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

Question 1

“Tabloid journalism plays an important role in society.”

Explain this statement and discuss its accuracy with reference to specific examples from news and/or current affairs.

OR

Question 2

The three stages of production are used to create successful journalism products. Using **one** example of a journalism product that you have studied this year, describe and evaluate how production processes and techniques have been used to inform, engage and entertain the audience.

OR

Question 3

The MEAA Journalist Code of Ethics states that “Respect for truth and the public’s right to information are fundamental principles of journalism.”

With reference to specific news stories, explain why it is important for journalists to respect the truth and why there may sometimes be pressure on journalists to withhold the truth.

OR

Question 4

Publicly funded journalism is trusted by around 80% of Australians, yet some argue that public money should not be spent on the media.

With reference to specific examples, compare the benefits of public and commercial news organisations.

OR

Question 5

“Minority groups are often unfairly represented in the news media.”

Discuss this statement with reference to specific examples.

OR

Question 6

“The internet has transformed the production of journalism.”

Describe the benefits and challenges to news production brought by the digital age. In your answer refer to specific news stories and identify the production techniques used.

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SECTION B

Answer **ONE** question from this section.

Use a separate answer booklet for this section. Your answer should be in essay form.

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

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

Question 7

Advertisements often focus on a story rather than the qualities of a specific product.

Choose **one** advertisement that you have studied, that focuses on a narrative rather than a product. Analyse how it uses codes and conventions to influence the intended audience.

OR

Question 8

When creating a successful advertising campaign, producers need to be clear about the values of the intended target audience.

Choose **two** advertisements with a different target audience. Compare how production processes and techniques have been used to reflect the values of these different audiences.

OR

Question 9

Select **one** advertisement that uses visual design to achieve a unique effect. Explain the technical and production processes used to create the advertisement and evaluate how successfully it engages its target audience.

OR

Question 10

“Advertising often promotes unhealthy behaviours.”

Evaluate this statement with detailed reference to at least **two** specific advertisements. Discuss the message that each advertisement communicates and analyse the possible effects on society.

OR

Question 11

Advertising uses a range of persuasive techniques to appeal to audiences. Analyse **two** advertisements that sell similar products using different persuasive techniques. Explain how the production processes have been used to create audience appeal.

OR

Question 12

Community service announcements seek to raise awareness and change behaviour.

With reference to at least **two** examples, identify codes and conventions of this genre and compare the persuasive techniques used in your chosen examples.

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