



OFFICE OF TASMANIAN
ASSESSMENT, STANDARDS
& CERTIFICATION

Tasmanian Certificate of Education
External Assessment 2020

PLACE YOUR CANDIDATE
LABEL HERE

MEDIA PRODUCTION

(MED315117)

Time recommended:

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

Pages:	8
Questions:	10

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 the section and number of the 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

“Diversity of opinion is a fundamental principle of news quality which helps to ensure a well-informed citizen.”

Discuss this statement with reference to media ownership of news outlets in Australia using at least **ONE** example.

OR

Question 2

Discuss how and why production techniques differ between public and private/commercial journalism products with reference to **ONE** of the following:

- radio **or**
- print **or**
- online **or**
- screen.

OR

Question 3

“The pursuit of truth has been compromised by the quest to go viral.”

Discuss this statement with reference to news production in the digital age using at least **ONE** specific news story example.

OR

Question 4

“In pursuing the public’s right to information, journalists can find it difficult to adhere to their ethical and professional standards.”

Discuss this statement with reference to at least **ONE** relevant tabloid news product.

OR

Question 5

“Effective journalism products inform, engage and entertain their audience.”

Using **ONE** journalism product, describe the production processes and techniques used, and discuss how it informs, engages and entertains an audience.

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 6

“Effective advertising is guided by a thorough understanding of the intended audience and how the audience receives the intended message.”

Discuss this statement using at least **ONE** advertisement you have studied this year.

OR

Question 7

“Gender representation, discrimination and vilification are consistently identified as the most complained about issues in advertising products.”

Discuss this statement with reference to at least **ONE** advertising product.

OR

Question 8

“Advertising influences our social norms and moral values both consciously and subconsciously.”

Discuss this statement with reference to at least **ONE** advertising product.

OR

Question 9

“Advertising is a communication tool used by marketers to persuade potential buyers to purchase certain products or services.”

Using **TWO** different advertisements, identify and discuss how they use production techniques to encourage the target audience to purchase the product or service.

OR

Question 10

“Advertisements do more than just sell products; they also create and perpetuate stereotypes.”

Discuss the production techniques used in **TWO** advertisements to either support or challenge this statement.

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