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

**Criterion 2**  
Observe and critically analyse media products.

**Criterion 4**  
Demonstrate an understanding of the relationship between the media and today’s society.

Pages:  
Questions:
CANDIDATE INSTRUCTIONS

You MUST ensure that you have addressed ALL of the externally assessed criteria on this examination paper.

This paper has TWO sections.

You MUST answer FOUR questions in total.

SECTION A – You must answer TWO Questions from this section.

Question 1 is compulsory for ALL candidates. You MUST answer part (a) and part (b).

You must also answer: Question 2
OR: Question 3
OR: Question 4

SECTION B – You must answer TWO Questions from this section.

Answer each question in a separate booklet.

All questions are of equal weight.

All written responses must be in English.
Answer **TWO** questions in this section.

**Question 1** is compulsory. You **MUST** answer part (a) and part (b).

You must also answer: EITHER: **Question 2**  
OR: **Question 3**  
OR: **Question 4**

Write each answer in a separate answer booklet.

This section assesses **Criterion 2**.

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**Question 1 – COMPULSORY question for all candidates**

It is important to know about the various techniques and production processes available for constructing media products. It is equally important to be able to use those techniques and production processes to create a successful product.

(a) Outline the production processes used for the **MAJOR** media product you have produced in the course, clearly indicating what your product was, your target audience and what you were intending the product to achieve.

(b) Reflect on your experiences in producing this media product, from beginning to end.

If you had to start again to produce an improved product, which of your decisions about processes and techniques would you definitely maintain and which decisions would you change, and why?

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Section A continues opposite.
Section A (continued)

Answer: Question 2
OR Question 3
OR Question 4

Question 2

Commercial and Public broadcaster’s news bulletins have differences in style and content.

Discuss the production processes/techniques that lead to these differences.

Choose EITHER radio OR television as your media outlet.

Question 3

Many traditional newspapers have an on-line presence which differs from the printed version in style and content.

Discuss the production processes/techniques that lead to these differences.

Question 4

Choose an advertisement that you think works.

Discuss the production processes/techniques that make this advertisement effective.

Choose radio OR print OR video as your production medium.
Answer any **TWO** questions from this section.

Write each answer in a separate answer booklet.

This section assesses **Criterion 4**.

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**Question 5**

‘No one watches TV, listens to the radio or reads the newspaper anymore.’

Discuss how and why the new forms of media are taking over from traditional media.

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**Question 6**

Media Watch is a program that examines mistakes media outlets have made.

Describe a few examples of the mistakes, where they originally appeared and what code they were breaking.

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**Question 7**

Media ownership in Australia is highly concentrated.

Outline media ownership in Australia. Discuss the issues associated with both concentration and cross-media ownership and how these affect the dissemination of news.

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**Question 8**

Why are News Limited and Fairfax Media Ltd reducing and streamlining production of their newspapers in Australia?

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**Question 9**

What is ‘tabloid journalism’?

Give examples that display this form of journalism and explain why it is so popular.
This question paper and any materials associated with this examination (including answer booklets, cover sheets, rough note paper, or information sheets) remain the property of the Tasmanian Qualifications Authority.