Tasmanian Certificate of Education

MEDIA PRODUCTION

Senior Secondary

Subject Code: MED315112

External Assessment

2013

Time: Two Hours

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: 8
Questions: 9

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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:

- OR: 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**

The major production you have completed this year is the culmination of all production techniques and processes studied.

(a) Outline all technical and production steps involved in your major production, from the choice of target audience and the development of your idea through to its final presentation as a finished product.

(b) Analyse your finished product. What were you pleased with and what would you change, both technically and in production, to improve your finished product?
Section A (continued)

Answer: EITHER: Question 2
OR: Question 3
OR: Question 4

Question 2

Choose a favourite advertisement.

Analyse the validity of the advertisement’s concept. Discuss in technical detail how the advertisement was made and suggest any possible improvements.

Question 3

In Tasmania, commercial broadcasters and the ABC deliver news bulletins.

Compare the production content, style and technical layout of an ABC news bulletin with those of a news bulletin from one of the commercial networks.

Choose EITHER radio OR television.

Question 4

Choose a favourite magazine.

Discuss in technical detail its style and content, evaluating this magazine’s approach in comparison with one other magazine of similar content.
Section B

Answer any TWO questions from this section.

Write each answer in a separate answer booklet.

This section assesses Criterion 4.

**Question 5**

‘Rupert Murdoch exerts considerable power and influence through his media interests.’

Discuss this statement in terms of his media holdings in Australia and how these have framed political and social debate.

**Question 6**

Discuss and account for the differences in content and style of the ABC’s 7.30 program and those of either *A Current Affair* or *Today Tonight*.

**Question 7**

The program *Media Watch* identifies many instances of ‘The Journalism Code of Ethics’ being broken by media broadcasters and newspapers in Australia.

Give examples of at least two different breaches of the Code highlighted in this program. For each example, explain how the Code has been breached.

**Question 8**

To what extent does cross-media ownership affect a small state like Tasmania?

**Question 9**

What is social media?

To what extent should people rely on the reporting of news information through social media?