Tasmanian Certificate of Education

MEDIA PRODUCTION

Senior Secondary

Subject Code: MED315112

External Assessment

2014

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: 11

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CANDIDATE INSTRUCTIONS

You MUST make sure that your responses to the questions in this examination paper will show your achievement in the criteria being assessed.

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**

With reference to your Major Project this year:

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

(b) Critically analyse your project with reference to its various stages of production.
Section A (continued)

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

Question 2

Identify an advertisement that you believe is effective in reaching its target audience. Discuss the techniques and processes that make this advertisement effective.

Question 3

In Tasmania, television current affairs programs are delivered by both commercial and public broadcasters.

Select one current affairs program delivered by each of the above and compare these two programs in terms of their aims, content, codes and conventions.

Question 4

Identify a radio program or magazine that you believe is effective in reaching its target audience. Discuss the techniques and processes that make this radio program or magazine effective.
Section B

Answer any TWO questions from this section.

Write each answer in a separate answer booklet.

This section assesses Criterion 4.

Question 5
In what ways and to what extent did News Corp Australia (formerly News Limited) influence public opinion on a major political issue in 2013/2014?

Question 6
How are stereotypes and social values created and reinforced in advertising? Give examples to support your opinion.

Question 7
Breaches of ‘The Journalism Code of Ethics’ have an impact on people.

Identify two breaches of the code that have been presented on Media Watch and discuss their possible impact on society or individuals.

Question 8
Media in Australia is controlled by international and national corporations.

Discuss the concentration of ownership of traditional media in Australia and the implications of this for the public.

Question 9
‘Social media is an effective and reliable vehicle for communicating news.’

Discuss the above comment, using relevant examples to support your point of view.

Section B continues.
Section B (continued)

Question 10

Identify media programs or publications or journalists that are perceived to be politically biased and, using specific examples, explain why they are perceived this way.

Question 11

Discuss the ways that traditional media outlets are creating new or modified media products as society changes. Include relevant examples in your answer.
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