Tasmanian Certificate of Education

MEDIA PRODUCTION

Senior Secondary

Subject Code: MED315112

External Assessment

2015

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.
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:

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<th>OR:</th>
<th>Question 2</th>
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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**

You **MUST** answer part (a) and part (b).

With reference to your Major Project this year:

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

and

(b) Critically analyse your project by discussing how successfully the various stages of production were used to achieve your purpose.
Section A (continued)

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

In your answer you are advised to refer to media products from your area of study (video/television, print media or radio).

**Question 2**

Select two news products that are aimed at different audiences. Discuss how production techniques and processes are used to make each product engaging to its intended audience.

**Question 3**

Select two examples of advertising. Describe how production techniques and processes have been used to create desire in the intended audience.

**Question 4**

Select a media product that tells a compelling story. Describe how production techniques and processes have been used to have an effect on the target audience.
Section B

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**

‘Journalists should always be impartial when representing an issue.’

Discuss this statement, using specific examples to support your point of view.

**Question 6**

The Media Alliance Code of Ethics states that journalists ‘inform citizens and animate democracy’.

Discuss this statement, using specific examples to support your point of view.

**Question 7**

Discuss the role and influence of advertising in commercial media. Use specific examples to support your answer.

**Question 8**

How does the concentration of media ownership affect the media products and points of view offered to the Australian public?

**Question 9**

In the 21st century, the tools of media production and distribution are more accessible than ever before. Discuss the impact that increased access to new technologies has on media and society.

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**Section A continues.**
Section A (continued)

Question 10

‘Media Watch provides a useful service to the Australian public.’

Discuss this statement, using specific examples to support your point of view.

Question 11

‘Sensationalism in the media gives people a distorted view of the world.’

Discuss this statement, using specific examples to support your point of view.