MEDIA PRODUCTION
(MED315112)

Time allowed for this paper
- Working time: 2 hours
- Plus 15 minutes recommended reading time

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:
   - TWO questions from Section A
   - TWO questions from Section B

4. Answer each question in a separate answer 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 statement:

Criterion 2 Observe and critically analyse media products.

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

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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.

Question 1 – COMPULSORY question for all candidates

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

With reference to your Major Project this year:

(a) Discuss your MAJOR media product with a detailed description of:

   • the product
   • your target audience
   • the overall intention.

and

(b) Describe your creative journey in the production of your Major Project.

   • What decisions did you make in regards to the processes and techniques employed in the creation of the product?
   • Discuss what worked well and what problems you had to overcome.
   • What would you do to improve or change the product?

Section A continues.
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).

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Question 2
Explain the differences between the construction of new media and the construction of traditional media.

OR

Question 3
What are the differing production techniques used in the creation of tabloid and non-tabloid news and current affairs?
Use examples from either PRINT or TELEVISION or RADIO.

OR

Question 4
With reference to a particular advertisement, identify how codes and conventions are used in its construction and explain why these choices have been made.
Answer TWO questions from this section.

Write each answer in a separate answer booklet.

This section assesses Criterion 4.

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**Question 5**

Discuss the relevance of cross media ownership laws in an Internet age.

**Question 6**

Rupert Murdoch is an influential media owner. Show with reference to specific examples how his news organisations affect political and social debate.

**Question 7**

‘The media both reflects and shapes social values.’

Describe an advertisement and explain how it supports this statement.

**Question 8**

‘New media has had an impact on the creation and consumption of news.’

Discuss this statement with reference to specific examples.

**Question 9**

‘Media Watch exposes poor journalism.’

With reference to the MEAA Journalist Code of Ethics, discuss specific examples where journalists have transgressed the Code.

Section B continues.
Section B (continued)

Question 10

‘Tabloid journalism exploits minorities.’

Do you agree or disagree with this statement? Explain your reasoning by providing examples in your discussion.

Question 11

Discuss the role of public broadcasting in Australia. What challenges does it face in the future?