



OFFICE OF TASMANIAN
ASSESSMENT, STANDARDS
& CERTIFICATION

Tasmanian Certificate of Education
External Assessment 2016

PLACE YOUR CANDIDATE
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MEDIA PRODUCTION

(MED315112)

Time allowed for this paper

- Working time: 2 hours
- Plus 15 minutes recommended reading time

Pages:	8
Questions:	11

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.

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

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.

SECTION B

Answer **TWO** questions from this section.

Write each answer in a **separate** answer booklet.

This section assesses **Criterion 4**.

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?

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