

External Assessment 2021

MEDIA PRODUCTION

MED315117

Pages	8
Questions	10
Answer Booklets	2

Reading time: 15 minutes – you may begin writing during this time

Suggested working time: 2 hours

Instructions

- There are **two (2)** sections to this exam paper:
 - **Section A** – answer **one (1)** question in **essay form**.
 - **Section B** – answer **one (1)** question in **essay form**.
 - Answer each section in a **separate answer booklet**.
 - Write the question number you are answering on the front cover of each answer booklet.
- All answers must be written in **English**.
- You **must** make sure your answers address:
 - Criterion 1 communicate media ideas and information.
 - Criterion 2 analyse journalism and its role in society.
 - Criterion 3 analyse advertising and its role in society.

Guide to Exam Structure

		Questions available	How many questions to answer	Suggested working time	Marks available
Section	A	5	1	60 minutes	All criteria are assessed using extended ratings of A+ to z
Section	B	5	1	60 minutes	
Total		10	2	120 minutes (2 hours)	

Section A

- Answer **one (1)** question from this section using a **separate answer booklet**.
 - Your answer should be in **essay form**.
 - It is suggested that you spend approximately **60 minutes** on this section.
 - This section assesses **Criteria 1 and 2**.
-

Question 1

“Journalists’ role is to both scrutinise those in power and to be responsible and accountable to society.”

Discuss this statement with reference to the role of journalism in society using examples to support your answer.

OR

Question 2

“Changes to the media ownership laws within Australia are a problem for democracy as they limit the number of voices available to society.”

Discuss this statement with reference to the recent changes to media ownership in Australia.

OR

Question 3

“The word tabloid usually has a negative connotation because it has become associated with poor quality content and techniques of unethical reporting.”

Discuss this statement with reference to **at least two (2)** relevant news stories.

OR

Question 4

“Digital platforms have encouraged an increase in opinion and a blurring between opinion and news.”

Discuss why it is important for consumers to know the difference between opinion and news using **two (2)** examples to support your answer.

OR

Question 5

Discuss the differing production techniques used between hard and soft news stories using **two (2)** news story examples.

Section B

- Answer **one (1)** question from this section using a **separate answer booklet**.
 - Your answer should be in **essay form**.
 - It is suggested that you spend approximately **60 minutes** on this section.
 - This section assesses **Criteria 1** and **3**.
-

Question 6

“Advertisers use different verbal and nonverbal communication techniques to communicate their messages in their advertisements.”

Using **two (2)** different advertisements, identify and discuss how advertisers use verbal and nonverbal production techniques to communicate their message.

OR

Question 7

“Advertisers create and present their advertisements on a specific platform to persuade their target audience to buy, think, or do something.”

Discuss this statement using **at least one (1)** advertisement you have studied this year.

OR

Question 8

“Men and women continue to be portrayed in advertisements according to the traditional representations of gender.”

Discuss this statement with reference to **two (2)** contrasting advertisements.

OR

Question 9

“Historically, advertising has highlighted stereotypical representations. More recently however, advertisers have started including diverse representations in their advertising.”

Discuss this statement with reference to **at least one (1)** advertising product or campaign.

OR

Question 10

“Advertising has the power to normalise social values and/or behaviours.”

Discuss this statement with reference to **at least one (1)** advertising product or campaign.

Blank Page
End of Exam

Blank Page

Blank Page



OFFICE OF TASMANIAN
ASSESSMENT, STANDARDS
& CERTIFICATION

This exam paper and any materials associated with this exam
(including answer booklets, cover sheets, rough note paper, or information sheets)
remain the property of the Office of Tasmanian Assessment, Standards and Certification.