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External Assessment 2022

# MEDIA PRODUCTION

MED315117

Pages	8
Questions	10
Answer Booklets	2

**Preparation time for this exam:** 15 minutes

**Suggested working time:** 2 hours

**Instructions:**

- There are **two (2)** sections to this exam paper.
- You must answer **one (1)** question from each section in **essay form**:
  - **Section A** – answer **one (1)**
  - **Section B** – answer **one (1)**.
- Answer each section in a **separate answer booklet** and write the question number you are answering on the front cover of each answer booklet.
- The suggested working time is **60 minutes** for each section.
- 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.

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# Guide to Exam Structure

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		Questions available	Questions to answer	Suggested working time	Marks available
Section	<b>A</b>	5	1	60 minutes	Assessed using extended ratings of: A+ to z
Section	<b>B</b>	5	1	60 minutes	
<b>Totals</b>		<b>10</b>	<b>2</b>	<b>120 minutes (2 hours)</b>	<b>A+ to z rating</b>

# Section A

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- Answer **one (1)** question from this section.
  - Use a **separate answer booklet** for this section.
  - It is suggested that you spend **approximately 60 minutes** on this section.
  - This section assesses **Criteria 1 and 2**.
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## Question 1

In the digital landscape, soft news products are used to attract audiences, as they are more relatable and shareable.

Discuss this statement with reference to news production in the digital age, using at least **two (2)** specific news examples.

**OR**

## Question 2

Australian journalists, as 'watchdogs of the state', have exposed injustices, advanced democracy, and toppled governments.

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

**OR**

## Question 3

Australian journalists have a certain set of values which should be followed while doing their work. However, the contemporary media environment has introduced new challenges for maintaining journalistic quality and integrity.

Discuss this statement with reference to at least **two (2)** journalistic pieces to support your discussion.

**OR**

## Question 4

Discuss how and why production techniques for current affair stories differ between government owned and commercial or privately owned news providers using at least **two (2)** examples.

**OR**

## Question 5

The Media Entertainment and Arts Alliance (MEAA) remains concerned that the concentration of media ownership in the hands of a few giant corporations represents a critical lack of genuine media diversity.

Discuss this statement with reference to media ownership of news outlets in Australia.

# Section B

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- Answer **one (1)** question from this section.
  - Use a **separate answer booklet** for this section.
  - It is suggested that you spend **approximately 60 minutes** on this section.
  - This section assesses **Criteria 1 and 3**.
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## Question 6

Persuasive advertising assures a consumer that a product can address a need or improve their life in some way.

Using **one (1)** advertising brand, discuss how it uses persuasive advertising techniques to sell its product.

**OR**

## Question 7

Using **two (2)** contrasting advertisements, identify their messages and discuss how the production techniques are employed to appeal to the feelings and needs of the identified target audience.

**OR**

## Question 8

Advertising has received much criticism for gender stereotyping and failing to recognise the changing gender roles in our society.

Discuss this statement with reference to at least **two (2)** advertising products.

**OR**

## Question 9

Brands use specific technical codes and conventions to communicate messages to their target audience.

Identify the codes and conventions used in at least **two (2)** specific brand advertisements and discuss their effectiveness.

**OR**

## Question 10

Advertisers have had to rethink their advertising strategies now that the internet has changed how consumers engage with advertising.

Discuss this statement with reference to at least **two (2)** advertising products.

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End of Exam

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