

External Assessment 2023

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.
- You must answer **one (1)** question from each section in **essay form**:
 - **Section A** – answer **one (1)** question
 - **Section B** – answer **one (1)** question.
- Answer each section in a **separate answer booklet**.
 - Write the section (e.g. Section A) and question number you are answering on the front cover of each answer booklet.
- The exam is **two (2) hours** in length. The suggested working time for each section is **approximately 60 minutes**.
- All answers must be written in **English**.
- You **must** make sure your answers address the listed criteria.

Guide to Exam Structure

		Questions available	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	
Totals		10	2	120 minutes (2 hours)	A+ to z rating

Criteria

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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Section A

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

Journalism provides a voice for the voiceless, giving a platform to those who would otherwise not be heard.

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

OR

Question 2

Media bias occurs when journalists or news organisations allow their own opinions to affect the news they report and the way they report it.

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

OR

Question 3

As public confidence in the Australian media's ability to deliver quality news reporting declines, accessing credible sources of news and information will be even more reliant on publicly funded news outlets.

Using **two (2)** news stories, discuss this statement with reference to the role both public and private (commercial) news outlets have in Australia.

OR

Question 4

Journalism is facing unprecedented challenges with the rise of social media as a news platform and the decline of traditional news outlets. It is becoming increasingly difficult to separate fact from fiction.

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

OR

Question 5

Discuss the production techniques used in **one (1)** news production you have studied this year. Identify, analyse and evaluate the production choices made and their effectiveness in engaging, informing and entertaining the target audience.

Section B

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

Advertisers are trending toward ultra-short, incredibly engaging advertisements to appeal to a target audience.

Discuss this statement with reference to the production techniques used in **two (2)** advertising products.

OR

Question 7

Advertising shapes and reinforces gender roles, and perpetuates how these roles are valued in our society.

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

OR

Question 8

Using **one (1)** advertisement that you have studied this year, explain in detail how the production techniques have been used to encourage a call-to-action from the intended target audience.

OR

Question 9

Advertising attempts to convince a consumer to purchase a product or service by appealing to their needs and desires.

Using **one (1)** advertisement you have studied this year, discuss in detail the successful use of persuasive techniques used to appeal to the target audience.

OR

Question 10

Advertisements may negatively impact consumers. Advertisers have a moral responsibility to produce advertisements that are ethical and trustworthy.

Discuss this statement with reference to **two (2)** advertisements to support your discussion.



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