

External Assessment 2024

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)** 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.

Section A

- Answer **one (1)** question in this section in a **separate answer booklet**.
 - The suggested working time for this section is **approximately 60 minutes**.
 - This section assesses **Criteria 1** and **2**.
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Question 1

Compare the production techniques used in private (commercial) and public produced news products studied this year. Evaluate the production choices made to appeal to the respective target audience.

OR

Question 2

The traditional journalistic value of objectivity no longer holds: virtually every story is impacted by someone's opinion.

Discuss this statement with reference to the impact of media bias on public opinion and democracy using at least **two (2)** journalistic pieces to support your discussion.

OR

Question 3

It doesn't matter if you are wrong. It matters that you are first.

Using **two (2)** journalistic pieces, discuss this statement with reference to the role of journalism in Australia and the MEAA Code of Ethics.

OR

Question 4

With reference to at least **two (2)** journalistic pieces, analyse how digital media and changes in news consumption habits have influenced journalistic practices and ethical obligations.

OR

Question 5

The role of public news outlets is to present independent, impartial, and diverse news products. In contrast, privately owned news providers have commercial obligations to prioritise profitability and audience engagement.

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

Section B

- Answer **one (1)** question in this section in a **separate answer booklet**.
 - The suggested working time for this section is **approximately 60 minutes**.
 - This section assesses **Criteria 1** and **3**.
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Question 6

Stereotypes in advertising can reinforce traditional gender roles, contribute to inequality, or even shape perceptions of self and others.

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

OR

Question 7

It's essential for advertisers to have a clear understanding of who their target audience is.

Evaluate this statement, referencing at least **two (2)** advertising products that effectively communicate their desired message.

OR

Question 8

Analyse the production techniques involved in persuasive advertising and how these techniques are used effectively to influence consumer behaviour, referencing at least **two (2)** advertisements that you have studied this year.

OR

Question 9

Referencing at least **two (2)** advertisements, analyse how technical codes and conventions are employed to create meaning in advertising and brand identity for their target audiences.

OR

Question 10

Discuss the impact of digital media platforms on advertising practices for traditional media forms such as television, print, and radio. Reference to at least **two (2)** advertisements to support your discussion.

End of Exam

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