

# 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

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		Questions available	Questions to answer	Suggested working time	Marks available
Section	<b>A</b>	5	1	60 minutes	All criteria are 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>	

## Criteria

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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

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- 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

The concentration of media ownership in Australia impacts the functioning of democracy, particularly in terms of diversity of viewpoints, political accountability and public trust in the media.

Analyse this statement with reference to how media ownership can shape public opinion and the potential consequences for democracy using at least **two (2)** journalistic pieces to support your response.

**OR**

## Question 2

The rise of digital media has dramatically changed the landscape of news, allowing for faster distribution of information but also raising concerns about misinformation.

Using **two (2)** journalistic pieces, discuss this statement with reference to the impact of digital media on the role of traditional journalism in Australia.

**OR**

## Question 3

Using the coverage of **one (1)** major news event in Australia by a commercial news outlet **AND** a public news outlet, analyse the technical and symbolic codes used by each outlet and the conventions they use to appeal to their identified target audience.

**OR**

#### **Question 4**

Bias in journalism has become an increasingly significant issue in Australia, particularly in the context of the growing pressure on news outlets to report stories first.

Using at least **two (2)** examples, analyse how “ignoring the facts” might contribute to bias in journalism and the potential consequences for public trust in the media.

**OR**

#### **Question 5**

The Media Entertainment and Arts Alliance’s (MEAA) role is to promote the journalistic standards of honesty, fairness, independence and respect for the rights of others.

Analyse the MEAA’s role within the media landscape in Australia using at least **two (2)** specific examples to support your analysis.

# Section B

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- 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

Advertising in Australia can shape, reinforce or undermine societal expectations, attitudes and values.

Choose **one (1)** product to support **or** disprove this statement and analyse how the advertising of this product has changed since the 1960s.

**OR**

## Question 7

Stereotypes in advertising shape consumer attitudes towards certain products, brands or issues.

Using at least **two (2)** examples, analyse the ethical implications for advertisers in reinforcing or challenging stereotypes.

**OR**

## Question 8

Identifying and understanding the target audience demographic is crucial when developing advertising strategies.

Select **two (2)** examples where advertisers have successfully engaged their target audience. Analyse the conventions, language and messages used to appeal to the values, beliefs and behavioural characteristics of the chosen target audience.

**OR**

### **Question 9**

Advertisers utilise specific production techniques, such as visual imagery, narrative and emotional appeal, to enhance the message being conveyed to consumers.

Using **two (2)** advertisements, analyse the techniques employed to contribute to the effectiveness in capturing attention and influencing behaviour.

**OR**

### **Question 10**

Advertisers have had to rethink strategies in response to the changing ways consumers engage with advertising online.

Analyse this statement with reference to at least **two (2)** advertising products, focussing on how production techniques have been used to appeal to a broader audience.

End of Exam

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