TASMANIAN ASSESSMENT, STANDARDS & CERTIFICATION

External Assessment 2026

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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.

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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)**	

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**.

Question 1

In the contemporary Australian media environment, journalists are under increasing pressure to balance speed and audience engagement with accuracy.

Discuss this statement with reference to the impact of a range of digital platforms on journalistic practices, using at least **two (2)** journalistic pieces to support your response.

OR

Question 2

Media bias is not only shaped by individual journalists, but also by broader institutional and commercial influences.

Analyse this statement with reference to how ownership structures and organisational priorities may influence news coverage in Australia. Use at least **two (2)** journalistic examples to support your answer.

OR

Question 3

Publicly funded news organisations play a critical role in supporting democratic values through independent and accountable journalism.

Discuss this statement with reference to the role of both public and commercial news outlets in Australia, using **two (2)** news stories to support your discussion.

OR

Question 4

Compare the production techniques used by a publicly funded and a commercial Australian news outlet.

Identify, analyse and evaluate how production choices are used by each outlet to appeal to their respective target audiences and to meet their institutional aims.

Refer to at least **two (2)** specific news productions in your answer.

OR

Question 5

The Media Entertainment and Arts Alliance (MEAA) Code of Ethics remains a key framework for maintaining journalistic integrity, despite ongoing pressures within the media industry.

Analyse how breaches of the MEAA Code of Ethics have occurred in the current Australian media landscape, using at least **two (2)** specific journalistic examples.

In your response, discuss the ethical principles that were compromised and the potential impact on public trust in the media.

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**.

Question 6

Advertising both reflects and shapes social values over time.

Discuss this statement with reference to how the advertising of **one (1)** product or brand has changed in response to shifting cultural attitudes in Australia.

Use examples drawn from at least **two (2)** different time periods to support your response.

OR

Question 7

Stereotypes remain a powerful tool in advertising, but their use raises significant ethical concerns.

Analyse the ethical implications of advertisers either reinforcing or challenging specific stereotypes, with reference to at least **two (2)** advertising examples.

OR

Question 8

A clear understanding of a target audience is central to the success of any advertising campaign.

Evaluate this statement by analysing how at least **two (2)** advertisers have used production techniques and messaging to appeal to the values, beliefs and behaviours of their target audiences.

OR

Question 9

Persuasive advertising relies on carefully constructed production techniques to influence consumer attitudes and behaviour.

Using at least **two (2)** advertisements you have studied, analyse how technical and symbolic codes are used to create meaning and enhance the effectiveness of the advertising message.

OR

Question 10

Digital media platforms have significantly altered how audiences engage with advertising, requiring advertisers to adapt their production and distribution strategies.

Analyse this statement with reference to at least **two (2)** advertising products, focusing on how production techniques have been adapted to suit contemporary online audiences.

End of Exam



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