

Media Issue	Section A	Section A	Section B	Section B
Traditional media vs New Media	The role of traditional media has been diminished by the rise of digital technology and media. Discuss.	With society having access to an increasing range of new digital media what role do traditional media play?	What is the role of media?	New media will be the new outlet in which traditional media's core function will emerge. Discuss
Social Context – Social Values (think sitcoms)	Traditional western values and culture are under attack from the global nature of new digital technology. Discuss	Traditional Western society stereotypes and cultural values are being modified by the increasing use of digital technology. Discuss	How has digital technology changed our culture i.e facebook, blogs, wikis	How has digital media changed our moral values and cultural practices?
Media Ownership in Australia (Laws) Australian Media Institutions Public and Private Institutions	How does cross media ownership affect the media products and points of view offered to the Australian viewing public	Discuss the effect cross-media ownership has on media products offered to the public.	Discuss how Public and Commercial Media analyse and present the same story for their target audience. Compare and contrast the approach taken the Public (national/community) and commercial media sectors to support and develop their individual share of the media market	Choose two local media outlets, including at least one Government funded outlet. Discuss each outlet's analysis and approach to content. Use appropriate examples.
Tabloid Journalism (sensationalism) Today Tonight, Current Affair	Never let the truth get in the way of a good story. Discuss this statement in relation to tabloid journalism.	Discuss the significance and relevance of truth in tabloid journalism.	Select a tabloid product. Compare, using examples, how the production techniques differ from non-tabloid products to present the same story.	Select two products from the area of tabloid media. Discuss, using examples, the production techniques they use to explore aspects of society.
MEAA (Media Entertainment Arts Alliance) Code of Ethics MEAA Code of Ethics	Does Media Watch affect the way journalists behave when they already have a code of ethics and a Federal authority governing their work?			
Traditional Media going online (on to the internet) Technologies Newspapers - forces reshaping the press (the Digital society) Audience The Online newspaper	Traditional media outlets have been forced to add a digital component to their output. Has this move increased society's access to information or points of view?	Internet- based components into their products. Discuss the benefits brought to society by these new aspects.		Consider a local daily newspaper (Advocate, Examiner, Mercury) and an ABC Local Radio Station (936 ABC Hobart or ABC Northern Tasmania) producing content into the same market. Analyse the approach taken by each, using examples where appropriate.
Cross Media Ownership	Discuss the consequences of self-regulation and whether it is effective in monitoring the media	Media ownership is concentrated. What are some of the problems with media ownership and how does it influence society. Discuss with examples to print newspapers		
Stereotypes (Representations)			Discuss the ways gender is stereotyped in Australian media. Use appropriate examples.	Discuss, using examples, the extent to which stereotyping occurs in today's media products.

## Passing the Exam

### Section A

- You need to answer two (2) questions from Section A
- Allow half an hour for each question
- You will be assessed on Criterion 7: Demonstrate an understanding of the relationship between the media and today's society

### Section B

- You need to answer two (2) questions from Section B
- Allow half an hour for each question
- You will be assessed on Criterion 7: Observe and critically analyse media works.

*Questions will be asked about the following topics*

- Digital media vs traditional media
- Tabloid Journalism
- Cross media ownership
- Public Broadcasting vs commercial broadcasting
- Stereotypes
- Journalism Code of Ethics/Bias
- Media Influence
- Production Techniques

**For each response the following is best:**

*Introduction*

- Introduce the topic
- Define the terms
- Answer the question in one or two sentences
- Give reasons for your answer

*Paragraph 1*

- Give first reason
- Explain it
- Give one or two detailed examples. YOU MUST ALREADY HAVE DONE SOME REVISION OR PREPARATION
- Explain how the example helps answer the question

*Paragraph 2*

- Give the second reason
- etc

*Conclusion*

- Summarise each paragraph of your response
- Make a general statement in support of your answer