



PLACE LABEL HERE

Tasmanian Certificate of Education

MEDIA PRODUCTION

Senior Secondary

Subject Code: MED315112

SAMPLE External Assessment

2012

Time: Two Hours

On the basis of your performance in this examination, the examiners will provide results on each of the following criteria taken from the syllabus statement:

Criterion 2 Observe and critically analyse media products.

Criterion 4 Demonstrate an understanding of the relationship between the media and today's society.

Pages: 8
Questions: 10

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CANDIDATE INSTRUCTIONS

You **MUST** ensure that you have addressed **ALL** of the externally assessed criteria on this examination paper.

This paper has **TWO** sections.

You must complete **FOUR** answers in total.

SECTION A – You must answer **TWO** Questions from this section.

- **Question 1** is **compulsory** for ALL candidates

You **MUST** answer part (a) and part (b).

You must answer: EITHER: **Question 2**
 OR: **Question 3**
 OR: **Question 4**

SECTION B – You must answer **TWO** Questions from this section.

Answer each question in a **separate** booklet.

All questions are of equal weight.

All written responses must be in English.

Section A

Answer **TWO** questions in this section.

Question 1 is compulsory. You **MUST** answer part (a), and part (b).

You must answer: EITHER: **Question 2**
 OR: **Question 3**
 OR: **Question 4**

Write each question in a separate answer booklet.

This section assesses **Criterion 2**.

Question 1 – COMPUSLORY question for all candidates

It is important to know about the various techniques and production processes available for constructing media products. It is equally important to be able to use those techniques and production processes to create a successful product.

- (a) Outline the production processes used for **ONE** media product you have produced in the course, making clear your target audience and what you were intending the product to achieve.
- (b) Reflect on your experiences in producing this media product, from beginning to end.

If you had to start again to produce an improved product, which of your decisions about processes and techniques would you definitely maintain and which ones would you change, and why?

Section A continues opposite.

Section A (continued)

**Answer: EITHER Question 2
OR Question 3**

Question 2

Select two media products, one tabloid and one non-tabloid. Using examples, compare the differing production techniques used by each to present the same content to consumers.

Question 3

Compare different versions of the same news event and how they are presented between traditional media forms and new media forms.

Question 4

Current affairs programs are produced for both public and commercial networks. Discuss the differences in content and production conventions and suggest reasons for the differing approaches.

Section B

Answer any **TWO** questions from this section.

Write each answer in a separate answer booklet.

This section assesses **Criterion 4**.

Question 5

Rupert Murdoch wants people to pay for his news online. How does online public broadcasting make this difficult?

Question 6

‘Never let anything get in the way of a good story’.

Discuss this with reference to the role tabloid journalism plays in our society.

Question 7

Discuss, with examples, what you consider to be instances of biased reporting in the media.

Question 8

With society having access to an increasing range of new digital media, what role do traditional media, such as newspapers, play in today’s climate?

Question 9

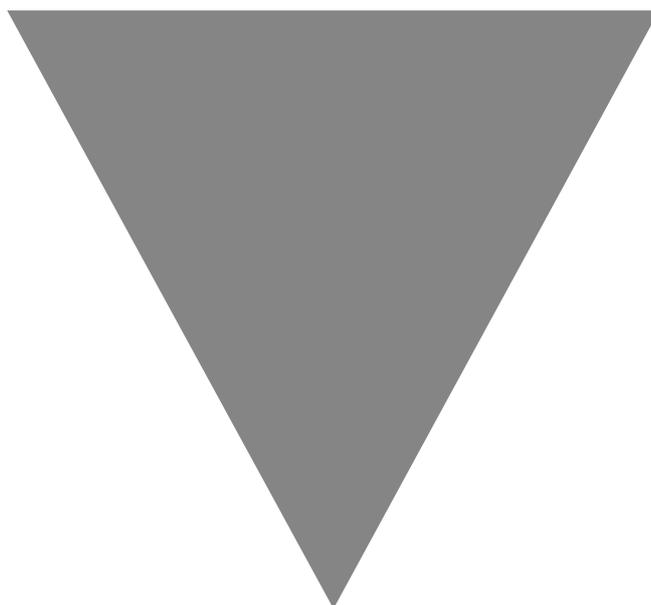
Discuss the effect media ownership has on media products offered to the public. Does diversity of ownership necessarily mean a diversity of views?

Question 10

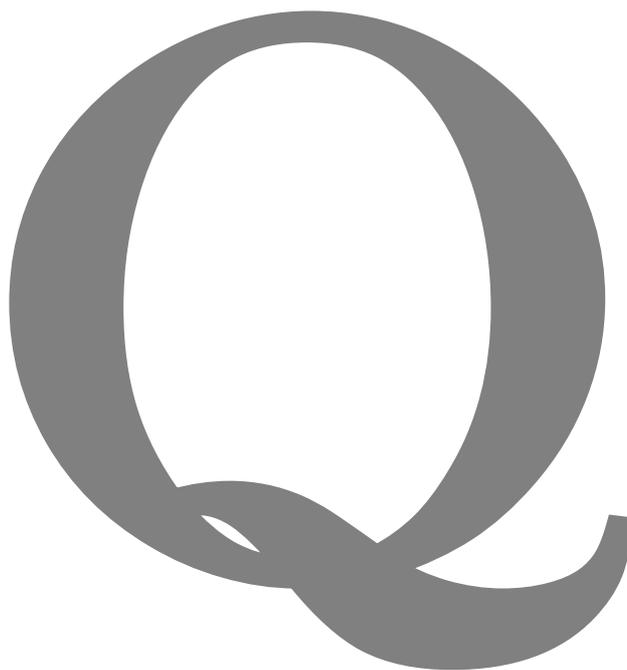
‘Respect for truth and the public's right to information are fundamental principles of journalism’.
(The Journalists Code of Ethics)

Is this reflected in how news and current affairs is reported?

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