



# MEDIA PRODUCTION

## Senior Secondary 5C

*Subject Code: MED5C*

### External Assessment

# 2007

**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 7** Demonstrate an understanding of the relationship between the media and today's society.

**Criterion 8** Observe and critically analyse media works.

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Questions: 14  
Pages: 8

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## **CANDIDATE INSTRUCTIONS**

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

There are **TWO** sections to this paper.

You must answer **FOUR** questions, **TWO** questions from each section.

Answer each section in a separate answer booklet.

You are reminded that English expression, spelling, neatness and legibility of writing may be taken into account in marking this paper.

<b>SECTION A</b>
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Answer **TWO** questions from this section.

Use a separate answer booklet for this section.

You should spend approximately **60 minutes** on this section.

This section assesses **Criterion 7**.

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**Question 1**

With society having access to an increasing range of new digital media, what role do traditional media play?

**Question 2**

Traditional Western society stereotypes and cultural values are being modified by the increasing use of digital technology. Discuss.

**Question 3**

Discuss the significance and relevance of truth in tabloid journalism.

**Question 4**

Discuss the effect cross-media ownership has on media products offered to the public.

**Question 5**

How has aggregation altered the commercial television product offered to Tasmanian viewers?

**Question 6**

Traditional media outlets are incorporating internet-based components into their products. Discuss the benefits brought to society by these new aspects.

**Question 7**

Advertisers and government departments seek to drive media content to their advantage. Discuss examples of methods they use to achieve this.

<b>SECTION B</b>
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Answer **TWO** questions from this section.

Use a separate answer booklet for this section.

You should spend approximately **60 minutes** on this section.

This section assesses **Criterion 8**.

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**Question 8**

Compare and contrast the approach taken by the Public (national/community) and Commercial media sectors to support and develop their individual share of the media market.

**Question 9**

Select two products from the area of tabloid media. Discuss, using examples, the production techniques they use to explore aspects of society.

**Question 10**

‘Reality television’ programs have enjoyed success during the last decade.

Using examples, analyse the production techniques used and discuss reasons for the success of this program format.

**Question 11**

Commercial and Public (national/community) broadcasters present current affairs programs.

Contrast the products from those sectors and discuss reasons for the difference in approach.

**Question 12**

You are a Tasmanian advertising and production agency and have been asked by a Queensland tourism group for advice on how they should allocate their advertising budget across Tasmanian media. What is your advice?

**Section B continues opposite.**

**Section B (continued)**

**Question 13**

Consider a local daily newspaper (Advocate, Examiner or Mercury) and an ABC Local Radio Station (936 ABC Hobart or ABC Northern Tasmania) producing content into the same market.

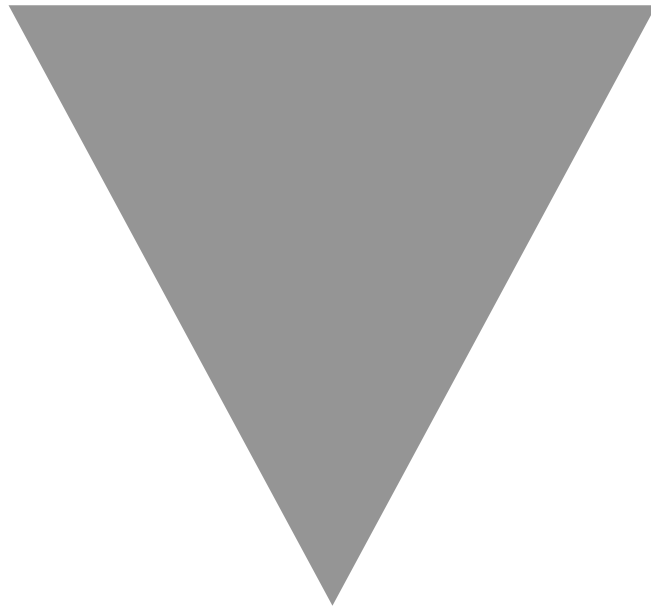
Analyse the approach taken by each, using examples where appropriate.

**Question 14**

Discuss, using examples, the extent to which stereotyping occurs in today's media products.

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