



Candidates did not carefully read the questions. They had a tendency to jump at a single word in the question rather than look at the question as a whole.

Section A**Question 1**

This was the most popular question in Section A.

Most candidates could define and understand the term *tradition media*. Generally answered well, but too many candidates made generalised sweeping statements without empirical supporting evidence.

Question 2

This question was not well answered. A sociological question, candidates found it difficult to differentiate between real and fictional violence. Candidates did not show an understanding of surveys and data, there were too many generalisations. Not enough concrete examples were used to verify arguments.

Question 3

Many candidates did not identify the code of ethics or demonstrate an understanding of traditional standards of objectivity. Tabloid was generally clearly identified. Many seemed to not understand what the question was asking for.

Question 4

Least popular question in Section A.

Breadth of definitions of digital media and technology were not forthcoming. Little mention of who controls the media. A difficult question, many candidates got lost in their understanding of the question.

Question 5

Most candidates had good definitions of commercial media but demonstrated a poor understanding of how this affects programming.

Question 6

This question was not answered particularly well. Candidates demonstrated a lack of understanding of question. There was a lack of evidence and examples to back up their theories. Candidates did not identify how marketers use particular processes to target audiences.

Question 7

On average this question was answered reasonably well. Approximately 80% of candidates who attempted this question passed. Candidates were very confused as to who owns what and the laws relating to ownership, and how this impacts on media content.

Section B**Question 8**

This was most popular question on the whole paper.

Generally well answered, most were able to define what stereotyping is, and the differing gender characteristics in today's media products. Too many used a large number of poor examples rather than trying to fully discuss a smaller number of more relevant examples. Many did not focus on advertising as an important aspect even though it was alluded for in the question.

Question 9

Candidates were not able to explain that game shows are not reality TV shows. Candidates were not able to discuss what audiences demand and expect. Technical aspects of production (camera perspective) were confused with the 'producing' of the show (choice of talent). Both are relevant but were not clearly identified. More emphasis should have been placed on the technical aspects.

Question 10

More than half the candidates did not pass this question because they did not address the question.

Many candidates understood the difference between traditional and new media forms however they did not read the question carefully, which asked them to compare a news event or story not just a program!!! Many of those who did discuss a news event did not go into enough detail.

Question 11

Generally this question was well answered. Candidates were able to distinguish between tabloid and non-tabloid and chose good examples. Production techniques in print were discussed really well.

Question 12

This question was generally well answered. The candidates chose good examples to discuss the varying production techniques used between commercial and public broadcasters. The better responses spoke about target audiences and the varying approaches used.

Question 13

Candidates could not define what social values are and how advertisers reflect current social/cultural values. The vast majority of candidates who attempted this question did not pass.

Question 14

This question reflected the candidates' lack of understanding of the question. The candidates did not understand local Tasmanian content and from where it originated. Of the 8 candidates who attempted this question, more than half failed.

Folio

- Folios should have original material only in any of the productions, ie no TV footage,
- Internet images (all photos for Print should be correctly referenced).
- No single major can be submitted for assessment by 2 or more candidates
- Log sheets – provide a timeline of when they did things during the year on their assessable work. There are pro-forma sheets available on the TQA website and all folios must be presented with these log sheets. Candidates will be penalised if there are no log sheets.

Print

- Major must be 4 – 8 A4 pages in style of booklet, magazine article or tabloid newspaper (2 page spread).
- Candidates should be producers, editors (technical) and writers of individual work presented.

- The major must have a good balance between the written and photographic components.
- There must be a statement of intent at the beginning of the write-ups for each piece of work.
- The production write-up aspect of the folio needs to reflect what the product actually is.
- The folio needs to be professionally printed or risk being penalised for non-industry standard.
- A concern was raised regarding the inequity between Print and Video technical production.
- Folios must be done in InDesign and Photoshop.
- Name of candidate presenting work needs to be deleted off all pieces of work.
- Candidate should submit their printed work so that there is no possibility of damage during transport. That is, in a document tube.

Video

- There must be a statement of intent at the beginning of the write-ups for each piece of work.
- The DVD needs to clearly indicate in the menu all pieces of work that are contained on the disc.
- The written component for each piece needs to be separate and clearly labelled accordingly.
- Name of candidate presenting work needs to be deleted off all pieces of work.
- Criterion 1 has to have written material or a 'z' will be given.
- Audio for commercials needs to be either 29 or 59 secs, and the video needs to be 30 or 60 secs exactly.
- The DVD is not to go for any longer than 10 minutes and major is not to go for longer than 7 minutes.
- Hand-held camera technique is only appropriate in certain genre and should be smooth and presentable. This technique shouldn't be used for documentary and news style products. Its use should be clearly explained.
- Offensive language and graphic material needs to have an advisory leader before the products starts.
- Clapper and countdown on commercial only.
- Candidates should indicate who their target audience is and this should be done in the write-up.
- DVDs should not have any stickers on them. Direct printing on DVDs only.
- Only one DVD per candidate should be supplied.
- Technical information should include justification for their choices of equipment.
- No out-takes!
- Write-ups must clearly identify roles in production.
- Commercial must be independently produced.
- Times of pieces are important – all pieces must adhere to the times specified in the guidelines.

Radio

- Major – should use multi-tracking including sound effects, music bed, location voice or sound recording.
- Candidate should be producers, editors (technical) and writers.
- CDs should not have any stickers on them. Direct printing on DVDs only.
- Only one CD per candidate should be supplied.

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