



Tasmanian Certificate of Education

MEDIA PRODUCTION

Senior Secondary

Subject Code: MED5C

External Assessment

2010

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 course statement:

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

Criterion 8 Observe and critically analyse media works.

Questions: 18
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.

SECTION A

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**.

Question 1

Social networking sites like Facebook, Youtube and Twitter provide new sources of information for the media. What issues does this raise?

Question 2

Does the tabloid media reflect or challenge social values? Refer to examples when arguing your case.

Question 3

Celebrities and the media depend on each other. Analyse how this relationship informs and influences the media we consume.

Question 4

Product placement in the media is becoming more sophisticated. Using examples, analyse why and how effective this is.

Question 5

Tasmania is serviced by commercial, community and public radio. Using examples from two of these sectors, compare and contrast how they service their audiences.

Question 6

Do fashion magazines promote eating disorders? Using examples, discuss your position on this issue.

Section A continues opposite.

Section A (continued)

Question 7

Bloggers write and upload to the Internet information and commentary on news and events. Are they media professionals or private citizens?

Question 8

Is it the role of the media to regulate itself and to react to audiences or is it the government's job to censor the media? Discuss.

Question 9

Discuss the representation of minority groups in Tasmanian media, making sure you give examples from more than two different types of media such as newspapers, public broadcasting, commercial television, radio and online media.

SECTION B

Answer **TWO** questions from this section.

Each question should be answered in a separate answer booklet.

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

This section assesses **Criterion 8**.

Question 10

New media technologies and audience expectations are changing the nature of advertising. Discuss.

Question 11

‘The media should pay victims and eyewitnesses for their stories.’

Discuss chequebook journalism and its implications for news production.

Question 12

New technology has seen a shift in the media’s role from content and distribution to interactivity and convergence. Using examples, explain this statement.

Question 13

Using examples, demonstrate how dominant ideas of the day influence media production.

Question 14

Using examples, demonstrate how globalisation has impacted on media products.

Question 15

Using examples, analyse how expansion into new platforms can challenge an organisation’s editorial standards.

Section B continues opposite.

Section B (continued)

Question 16

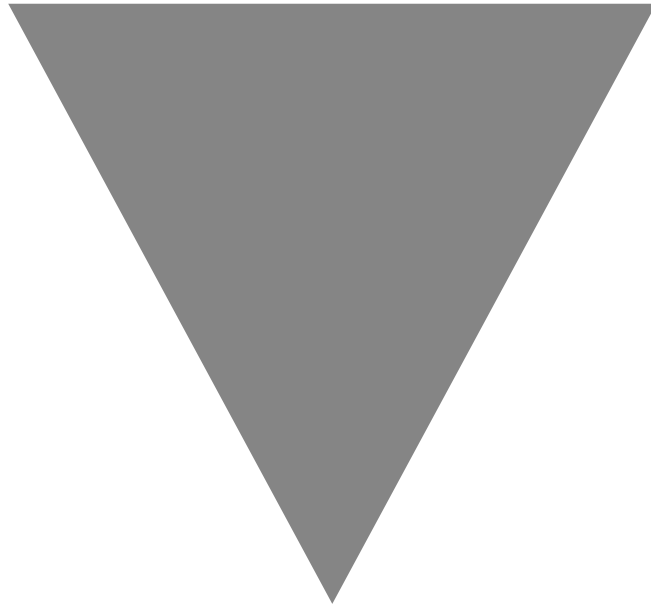
You have been asked to make an advertisement to combat smoking among Tasmanian teenagers. Describe your ad and explain why it would work.

Question 17

You have been asked by a friend to promote his band to the Tasmanian media. What would you do and why?

Question 18

What is cross-media promotion? Use examples to show how it affects the media products we consume.



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