



MEDIA PRODUCTION

Senior Secondary

Subject Code: MED5C

External Assessment

2011

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: 12
Pages: 8

© Copyright for part(s) of this examination may be held by individuals and/or organisations other than the Tasmanian Qualifications Authority.

BLANK PAGE

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 a total of **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

Compare traditional media and new media in relation to media consumption.

Question 2

How does corporate and media concentration impact on content?

Question 3

Media ownership laws were changed in 2006/2007. Discuss the effects on the Australian media industries.

Question 4

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

Question 5

What is tabloid journalism? Discuss how media outlets use this method of storytelling to their own advantage.

Question 6

Discuss, with examples, what you consider to be instances of biased reporting in the 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 7

With reference to specific episodes, discuss Media Watch, its aims and practices.

Question 8

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

Question 9

Discuss the production processes involved in producing a commercial for Print **or** Television **or** Radio **or** Online.

Question 10

Discuss the different production techniques involved in producing a news bulletin for **both** a public **and** commercial broadcaster.

Question 11

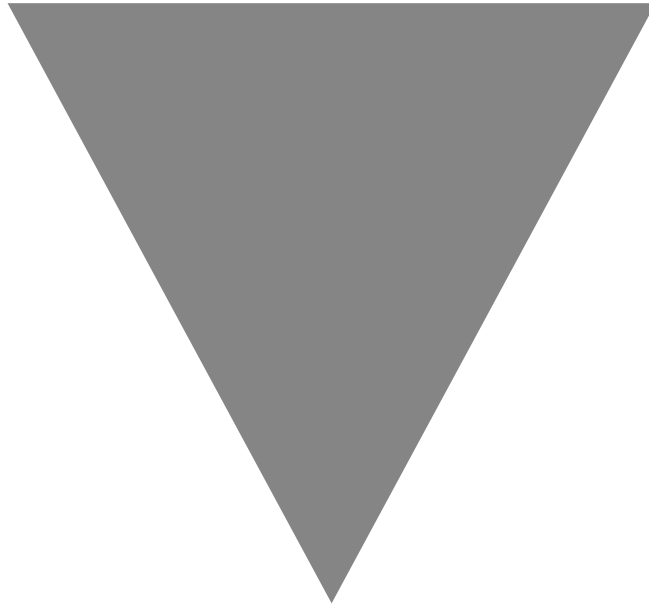
Describe the technical production processes undertaken in your favourite TV program, radio program, newspaper or magazine (choose one).

Question 12

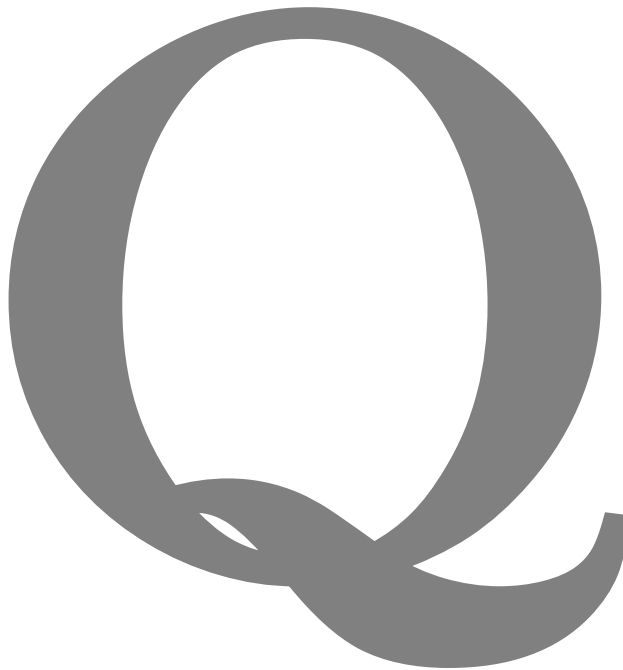
Identify two commercials which, in your opinion, rely on stereotyping. How are these stereotypes being used? Give an alternative production outline.

BLANK PAGE

BLANK PAGE



BLANK PAGE



This question paper and any materials associated with this examination (including answer booklets, cover sheets, rough note paper, or information sheets) remain the property of the Tasmanian Qualifications Authority.