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MEDIA PRODUCTION

MED315117

| | |
|-----------------|----|
| Pages | 8 |
| Questions | 10 |
| Answer Booklets | 2 |

Reading time: 15 minutes – you may begin writing during this time

Suggested working time: 2 hours

Instructions

- There are **two (2)** sections to this exam paper:
 - **Section A** – answer **one (1)** question in **essay form**.
 - **Section B** – answer **one (1)** question in **essay form**.
 - Answer each section in a **separate answer booklet**.
 - Write the question number you are answering on the front cover of each answer booklet.
- All answers must be written in **English**.
- You **must** make sure your answers address:
 - Criterion 1 communicate media ideas and information.
 - Criterion 2 analyse journalism and its role in society.
 - Criterion 3 analyse advertising and its role in society.

Guide to Exam Structure

| | | Questions available | How many questions to answer | Suggested working time | Marks available |
|--------------|----------|---------------------|------------------------------|------------------------------|---|
| Section | A | 5 | 1 | 60 minutes | All criteria are assessed using extended ratings of A+ to z |
| Section | B | 5 | 1 | 60 minutes | |
| Total | | 10 | 2 | 120 minutes (2 hours) | |