

Student Name _____



Outcome Three – Media Influence

Instructions for task

**Students have two periods to complete this task.
No notes or other material may be brought into this assessment task.**

On completion of this unit the student should be able to discuss theories of media influence and analyse debates about the nature and extent of media influence.

Where appropriate you will be assessed according to your ability to respond to the following criteria -

- compare and contrast communication theories and/or models;
- identify and describe key viewpoints about the nature and extent of media influence;
- analyse arguments and evaluate evidence about the nature and extent of media influence;
- discuss the relationship between audiences and a range of media forms and texts;
- analyse the rationale for, and effectiveness of, measures designed to control media content;
- discuss issues in assessing media influence.

This task contributes 6% of the total marks allocated for assessment towards your study score. It is worth 40/80 marks for Unit 4.



SECTION A – Media Influence

Question 1

At different times, individuals and groups in society have been critical of the media’s influence upon people’s opinions, attitudes and values. Discuss one example of this concern regarding the media’s influence on its audience.

4 marks

Question 2

Some media theorists see audiences as individuals who fully and actively create their own understandings and meanings of media texts within the context of their own daily lives. Evaluate whether or not you think this is an accurate assessment of the way audience members generally relate to the media.

4 marks



Question 6

Explain two reasons for regulating the media.

2 marks

Question 7

Government legislation, codes of practice and voluntary industry self-regulation are examples of how media content may be regulated in the interest of protecting audiences. Describe one organisation that regulates the media in Australia.

4 marks



Media Influence Response, 2009

Name: _____

These are the grade descriptors for your response. The grade indicates the range of marks that your score corresponds with.

Outcome 3

Discuss theories of media influence and analyse debates about the nature and extent of media influence.

MARK RANGE	DESCRIPTOR: typical performance in each range
33–40 marks	Complex and very well substantiated comparison and perceptive contrasting of communication theories and/or models. Comprehensive description of key viewpoints about the nature and extent of media influence. Perceptive and detailed analysis and evaluation of arguments and evidence about the nature and extent of media influence. Insightful and thoroughly substantiated understanding of the relationship between audiences and a range of media forms and texts. Perceptive and detailed analysis of the rationale for, and effectiveness of, measures designed to control media content. Perceptive and detailed understanding of issues in assessing media influence.
25–32 marks	Informed and well substantiated comparison and thorough contrasting of communication theories and/or models. Thorough description of key viewpoints about the nature and extent of media influence. Detailed analysis and evaluation of arguments and evidence about the nature and extent of media influence. Informed and well substantiated understanding of the relationship between audiences and a range of media forms and texts. Thorough and informed analysis of the rationale for, and effectiveness of, measures designed to control media content. Detailed understanding of issues in assessing media influence.
17–24 marks	Relevant and substantiated comparison and clear contrasting of communication theories and/or models. Clear description of a range of viewpoints about the nature and extent of media influence. Clear analysis and evaluation of arguments and evidence about the nature and extent of media influence. Relevant and substantiated understanding of the relationship between audiences and a range of media forms and texts. Sound and relevant analysis of the rationale for, and effectiveness of, measures designed to control media content. Sound understanding of issues in assessing media influence.
9–16 marks	General comparison and contrasting of communication theories and/or models. General description of some viewpoints about the nature and extent of media influence. Some analysis and evaluation of arguments and/or evidence about the nature and extent of media influence. General understanding of the relationship between audiences and a range of media forms and texts. Some explanation of the rationale for, and/or effectiveness of, measures designed to control media content. Some understanding of some issues in assessing media influence.
1–8 marks	Some comparison and contrasting of communication theories and/or models. Identification of some viewpoints about the nature and extent of media influence. Limited explanation of arguments and/or evidence about the nature and extent of media influence. Some understanding of the relationship between audiences forms and texts. Limited understanding of measures designed to control media content. Some reference to issues in assessing media influence.

Total Score: _____/40