**1a. Give an example of one way an audience has had influence over the media.** (4 marks)

**Teacher notes**

Responses to this question should explore a case study or piece of research that explores how an audience may have had some kind of influence over the media. Examples may include the use of ratings systems, social media integrations into other media, the use of social media to communicate with media producers, the use of social media campaigns or trends in user-generated content being used in other media products.

**Marking criteria**

**4 marks** for a clear example of a way an audience has had influence over the media. The response names the audience, the type of influence and the media that has been influenced.

**2 mark** for an example of a way that an audience has had influence over the media. The example may not be clear or may be missing detail.

**1b. Give an example of one way the media has had influence over an audience.** (4 marks)

**Teacher notes**

Responses to this question should explore a case study or piece of research that explores how a media form, technology, organisation or product may have had some kind of influence over the media. This influence may include changing how an audience acts or thinks. Examples may include advertising as persuasion, violent media and younger audiences or social media usage and teenagers.

**Marking criteria**

**4 marks** for a clear example of a way a media form, technology, organisation or product has had influence over an audience. The response names the media, the type of influence and the specific audience which has been influenced.

**2 marks** for an example of a way that the media has had influence over an audience. The example may not be clear or may be missing detail.

**Question 2. Discuss how the relationship between audiences and media has changed over time. Consider factors such as the production, distribution and/or consumption and reception of media. 6 marks**

Responses to this question should explore the ways in which audience interaction with the media has changed over time – from a more linear model to a more interactive one. Responses may explore examples such as the rising use of social media, the changing of technologies or the ease of self-distribution.

**Marking criteria**

**5–6 marks** for a response that makes a clear link between two specific examples that show the difference in the production, distribution and/or consumption and reception of media products from different time periods. Examples are specific and detailed and explore the ramifications of these changes.

**3–4 marks** for a response that makes a link between two examples that show the difference in how audiences may have related to the media from different time periods. Examples may not be specific or detailed and/or fully explore the difference in production, distribution and/or consumption and reception. Ramifi cations of these changes may not be fully explored.

**1–2 marks** A response that attempts to make a link between two broad examples of how different media and audiences relate.

**Question 3 Describe one way that the relationship between audiences and the media is regulated, and explain the challenges with this type of regulation. 6 marks**

Responses to this question should include a description of the type of regulation it is, who the regulatory body is and how the regulation is enacted.

When explaining the challenges of a type of regulation, responses should include that type of regulation and its weaknesses, such as how audiences may avoid it or how media organisations may exploit it.

**Marking criteria**

***Description of regulation*** (3 marks)

**3 marks** for a response that includes a detailed and specific example of media regulation that includes the type of regulation, who the regulatory bodies are and how the regulation is enacted.

**2 marks** for a response that includes an example of media regulation that may include the type of regulation, regulatory bodies and how the regulation is enacted.

**1 mark** for a response that attempts to give an example of media regulation but lacks detail.

***Challenges of regulation*** (3 marks)

Responses to this question should explore the connection between ways that audiences can consume media, how these affect an audience’s agency within the media landscape and the ethical and legal issues associated with these processes. Responses should include at least two examples.

Examples may include issues surrounding smart phone apps and sexting/cyberbullying, the use of illegal streaming and torrent sites, the use of online streaming services such as Netflix, iview or tenplay, the use of music streaming services such as Spotify, etc.

**Question 4. Describe the ethical or legal issues arising from media institutions harvesting and selling an individuals personal information : You may refer to “Cracking The Code” ABC report or the Cambridge Analytica documentary,**

Responses to this question should explore specific examples where there have been ethical or legal issues involved in media institutions harvesting and selling an individuals personal information .

**Marking criteria**

***Each example is worth 4 marks. For each example:***

**3–4 marks** for a response that details a specific example or case study of a new media production or product distribution. The response makes a clear and specific link between this and the ethical or legal issues that surround it.

**1–2 marks** for a general response that names an example or case study of a media product or distribution model. The response may include some discussion regarding connected ethical or legal issues.

**Question 5. Today there are new ways that audiences can consume and receive media, which has an effect on the level of agency that audiences now have within the media landscape.**

**Discuss ways that specific audiences currently have agency over their consumption and reception of media and the issues that this agency can raise.**

**Provide the following when answering this question:**

* **Detailed examples of ways that specific audiences have agency over the media they consume**
* **A discussion of the opportunities of this type of agency or choice for the named audiences.**
* **A discussion of legal or ethical issues that may also arise with these types of consumption.**
* Responses to this question should explore the connection between ways that audiences can consume media, how these affect an audience’s agency within the media landscape and the ethical and legal issues associated with these processes. Responses should include at least two examples.
* Examples may include issues surrounding smart phone apps and sexting/cyberbullying, the use of illegal streaming and torrent sites, the use of online streaming services such as Net ix, iview or tenplay, the use of music streaming services such as Spotify, etc.
* **Marking criteria**
* **9–12 marks** for a response that includes a comprehensive discussion of audience agency and insightful analysis of ethical and legal issues in the consumption and reception of media products.
* A response in this range would include at least two examples of audience agency in a media context. The speci c audiences would be named in the response and would be dependant of the media. For example, it could discuss teenagers using social media or children using streaming video apps. The type of agency would also be clearly named – such as the ability for audiences to share, inform, arrange or choose the media they consume.
* A discussion of opportunities in this range would explore the bene ts that this type of agency may have for the named audience – such as socialising abilities, ability to communicate, access to a variety of content or ease of use.
* Discussions of legal or ethical issues in this range would include speci c examples of issues for the named audience, media industry or society arising from this audience agency. Statistics or case studies would strengthen these examples. These discussions would not dismiss these fears completely nor would they buy into them completely – rather they would give a balanced view of what the media means to society.
* **5–8 marks** for a response that includes an adequate discussion of audience agency and appropriate analysis of ethical and legal issues in the consumption and reception of media products.
* Two examples may name speci c audiences and the type of agency would be explained in the response. The response may mention the opportunities this media offers and give some thought to ethical or legal issues that it brings.
* **1–4 marks** for a response that includes a limited discussion of audience agency and very little analysis of ethical and legal issues in the consumption and reception of media products.