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# VCE UNITS INFORMATION

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## VCE Media Units 1 and 2

### CONTENT

#### Unit 1

The focus of this unit is for students to gain an understanding of the relationship between the media, technology and the representations present in media forms. Students study the relationship between media technologies, audiences and society. Students develop practical and analytical skills, including an understanding of the contribution of codes and conventions to the creation of meaning in media products, the role and significance of selection processes in their constructions, and the role audiences play in constructing meaning from media representations. Students also develop an understanding of the features of Australian fictional and non-fictional narratives in different media forms.

#### Unit 2

In this unit, students further develop an understanding of the concept of narrative in media products and forms in different contexts. Students analyse the influence of developments in media technologies on individuals and society, examining in a range of media forms the effects of media convergence and hybridisation on the design, production and distribution of narratives in the media, and audience engagement, consumption and reception.

### OUTCOMES

#### Unit 1

- Students should be able to describe the construction of specific media representations and explain how the process of representation reproduces the world differently from direct experience of it
- Students should be able to construct media representations in two or more media forms and compare the representations produced by the application of different media technologies
- Students should be able to describe characteristics of Australian media organisations and discuss the social, cultural and industrial framework within which such organisations operate

#### Unit 2

- Students should be able to analyse the intentions of media creators and producers and the influences of narratives on the audience in different media forms
- Students should be able to apply the media production process to create, develop and construct narratives
- Students should be able to discuss the influence of new media technologies on society, audiences, the individual, media industries and institutions