**Stage 2 Media Studies – some possible Investigation topic questions**

1. The following issue and topic questions are designed to allow students to demonstrate their learning at the highest levels of the performance standards
2. The topic that students develop for the investigation should be based on an issue that has been the subject of public debate or coverage within the previous 12 months
3. Students are required to choose a range of (at least two) media texts addressing the issue. The topic is then explored through comparison of the texts.
4. This document has been posted to the website to encourage reflection of appropriate topic questions for the investigation
5. This document should be read in conjunction with the Media Studies Subject Outline, pgs. 22-24 and pgs. 34-35
6. This document should be read in conjunction with the Media Studies Subject Operational Information pgs. 3 and 4
7. Further clarification of technical terms can be found at <http://www.australiancurriculum.edu.au/seniorsecondary/english/english/glossary>
8. Yellow highlighted text indicates the topic question
9. Other text is for clarifying purposes, pointing to specific assessment design criteria

***Cultural***

**How are diverse cultures and destinations portrayed to Australian audiences?** By comparing at least two media texts discuss the extent to which the texts have been mediated, changed or constructed to suit the needs or expectations of the audience or media organisation.

**Negative portrayal of individuals in society – an ethical consideration.** Discuss the media conventions used to construct and convey meaning. How do the values of the media organisation and audience interact to reinforce bias?

**Was the media coverage of Schapelle Corby’s release newsworthy?** How is the treatment of an issue influenced by the media organization? How does the ownership of rights to a story influence the content or presentation of an issue?

**Impact of the digital music industry on live entertainment.** What interaction exists between form, media text and audience?

**Real v Virtual worlds – an investigation into tensions that might arise.** Individuals bring their own interpretations to a media text. What happens when the audience becomes one with the text?

**What cultural impact did Lupita Nyongo’s “Black Women in Hollywood” speech have?** What role did media organizations play in the scripting, distribution and values embodied in Nyongo’s speech? How did the organizations benefit?

**How is violence portrayed in different media representations?** What are the cultural effects on contemporary society? How does an audience both encourage and resist such portrayal? Has violence become a media convention?

**What are the effects of cyberbullying on children?** Using a range of media texts as examples, discuss the process and outcomes of cyberbullying. Draw a distinction between facts, opinions and bias in your investigation.

**What is the effect of video games on adolescent behavior?** Examine the implicit and explicit messages contained in the content of video games. How does the audience encourage content?

**How relevant is Andy Warhol’s “15 minutes of fame” concept in today’s world of social media?** Using an example of how traditional conventions have been challenged over the last 12 months, discuss how conventions affect the way an audience interprets meaning?

**What is the interaction of genre and audience?** How does the selection of images, sounds and words contribute to the construction of meaning for an audience? How does the choice of convention play a role in communication?

**To what extent does our national broadcaster act as a “gatekeeper” in the selection, production and dissemination of media text?** Is the ABC the arbiter of quality journalism in Australia? How does the economic logic of the media affect the nature and content of media texts?

***Political***

**What role did the NT News play in Terry Hills removal?** How does a media organisation construct a text to suit the needs or expectations of the audience or creator? Your investigation should compare a range of texts to include different points of view, bias, values or intent.

**How do politicians use social media to communicate with their audience?** Is the use of social media more effective than traditional media conventions? What influence can the use of social media have on who is elected? Using both primary and secondary source materials outline the different approaches politicians implement using this convention.

**How do media organisations use semiotics to portray people seeking asylum in Australia?** How does a media organization persuade people to adopt a particular point of view? Is there a role for smaller organisations to provide alternative voices?

**How does bias affect the attitude and opinion portrayed in the media towards the conflict between Israel and Palestine in Gaza?** Using at least two media organisation as examples, draw a comparison to the different points of view, bias and values that are embodied in their media texts. What differences can you perceive? What drives such difference?

**Does the treatment of bioethical issues in the media result in bias?** Explore the strategies media organisation use to manage and compile media texts. How do such strategies support the reporting of fact, opinion and bias? Explore the inclusion and exclusion of views to construct meaning.

**How do media organisations strategically manage the dissemination of information so as not to undermine confidence in an industry?** What role does media text play in determining perception? How does the structure of a media text capture an audience? What role does the choice of media convention have in determining meaning?

**Is there a loss of truth in the asylum seeker debate?** Critically discriminate fact, opinion and bias in this debate using a range of media texts. Discuss the influence of such texts across gender, racial, ethnic, age and political contexts. How are groups and individuals represented? Your research in this investigation should include both primary and secondary sources.

**What role do media organisations play in elections?** Are media texts written with bias towards an audience? How can an audience discriminate fact from opinion? To what extent do the needs or expectations of the audience determine the message? Who or what influences such a message? The media texts you nominate to study must have been generated over the last 12 months.

***Economic***

**Is social media just one big advertising campaign for the online retail industry?** What media representations are used by Google and Facebook for advertisements? How do Google and Facebook maximize the opportunity for audience engagement? Investigate the methods by which Google and Facebook measure the effectiveness of advertisement placement.

**Should shock tactics be used in anti-smoking advertising?** Is “shockvertising” an expectation of the creator or audience? Investigate the effectiveness of shock tactics used in advertising by comparing a range of media texts. What role does convention play in determining the content of anti-smoking campaigns?

**Representations in the press – does a changing demographic make a difference?** Do the press tailor media texts based around the nature of their demographic? How does this affect the reporting of facts, opinions and bias? Does demography play a role in determining form?

**In what way is reality TV another form of advertising?** Media present messages that are construed partly by the ideas and values of the media organization and partly by audiences as they construct meaning. What role does advertising play in this interaction?

**How has digital technology impacted on the publishing industry?** In what ways do the creators of new media challenge traditional conventions? Investigate the differences in production, distribution and control of new and traditional media. How do these differences impact on the product?

**How has McDonalds achieved global marketing success?** Explore the strategies used to compile and manage media text(s). Reflect on the organization of images, sounds and words used to construct meaning for a target audience. Use at least two texts representing two different conventions for your investigation.

**How do media structures portray government economic management?** Who is really in control of the message about economic management? What interaction occurs between governments and media organisations to create the social reality?

**Are producers of entertainment prone to a “pack” mentality?** What similarities exist across media organisations in prime time programming and made for television themes, radio formats and tabloid press or internet?

**How has the easing of cross ownership laws in Australia affected the audience’s perception of objective reality?** Can the influence of an owner affect the content of media texts? Does centralized ownership of news and entertainment organisations result in similar influence across respective texts?