



Government of **Western Australia**
School Curriculum and Standards Authority

MEDIA PRODUCTION AND ANALYSIS

General course

Year 12 syllabus – What’s changing: Rationale and Aims

For teaching in 2027

Acknowledgement of Country

Kaya. The School Curriculum and Standards Authority (the Authority) acknowledges that our offices are on Whadjuk Noongar boodjar and that we deliver our services on the country of many traditional custodians and language groups throughout Western Australia. The Authority acknowledges the traditional custodians throughout Western Australia and their continuing connection to land, waters and community. We offer our respect to Elders past and present.

Background

As part of the Western Australian Certificate of Education (WACE) Refreshment for reviewing the nomenclature of courses, the Authority has updated the rationale and aims of each syllabus.

The revised rationale and aims are aligned with the mapping of the general capabilities to provide clear connections between the rationale, aims and syllabus content. The rationale outlines what the subject is about and why it is important. It describes what students can expect to study in the course, along with the knowledge, skills and understandings they will develop throughout the course. It also explains how these can be applied in everyday life and references potential future pathways, outlining how students might connect what they learn in the course to further education, training and employment opportunities.

Important information

WACE Refreshment: Reviewing the nomenclature of courses

This document contains information that will be included in the syllabus effective from 1 January 2027.

Users of the syllabus are responsible for checking its currency.

Syllabuses are formally reviewed by the Authority on a cyclical basis, typically every five years.

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Rationale

The Media Production and Analysis General course is about creating media and evaluating how it influences our daily lives. The course explores how the study of media is important for active participation in an increasingly media-saturated world.

In the course, students study contemporary media work, such as creative and persuasive media, and explore how to be creative with the media they produce. They learn how to manipulate codes and conventions to create narrative, genre and style, examining how representations are created and interpreted by audiences. Students develop practical skills through media making.

Students develop knowledge of the constructed nature of media and how this can position or influence audiences. They gain practical skills in the operation of media equipment and learn how to use media software to construct creative and informative media work. Students build their understanding of the power of media in getting messages or stories out to audiences.

The knowledge, skills and understandings gained by studying the course are directly applicable to real-world contexts that students face with their day-to-day interactions with media. From passive consumption of media content, to using the media to voice their perspectives, students develop crucial media literacy skills.

The course may connect students to further education or training in the media industry, in fields such as communications, film production, photography, digital design, content creation, public relations or marketing. The course provides valuable transferable skills that are highly regarded in workplaces that require visual communication, collaboration and creative thinking.

Aims

The Media Production and Analysis General course aims to develop students’:

- critical awareness and cultural understandings to explore, develop and present media ideas
- technical skills and processes, use of techniques, conventions and technologies to create purposeful media work with consideration of audience and context
- critical, social, cultural and creative understandings to respond to, reflect on, create and evaluate media work
- understanding of the evolving role of media in society.