MEDIA PRODUCTION AND ANALYSIS

ATAR course examination 2016

Marking Key

Marking keys are an explicit statement about what the examining panel expect of candidates when they respond to particular examination items. They help ensure a consistent interpretation of the criteria that guide the awarding of marks.

Section One: Short answer   **30% (30 Marks)**

Question 1   **(10 marks)**

Analyse how media work is a reflection of the time in which it is produced.

Description	Marks
How media work is a reflection of the time in which it is produced	**6**
Accurately analyses how media work is a reflection of the time in which it is produced	6
Discusses how media work is a reflection of the time in which it is produced	5
Explains how media work is a reflection of the time in which it is produced	4
Describes generally how media work is a reflection of the time in which it is produced	3
Identifies how media work is a reflection of the time in which it is produced	2
Superficial comments about media work or the time in which it is produced	1
Does not engage with the question	0
Justification and evidence used to support response	**2**
Provides detailed justification and evidence to support response	2
Provides general justification to support response	1
Offers no justification or inappropriate evidence	0
Media terminology and language	**2**
Consistently uses appropriate media terminology and language	2
General use of media terminology and language	1
No use of media terminology or language	0
Total	**10**

Question 2 (10 marks)

Discuss how an audience makes meaning of media work.

Description	Marks
Discusses how an audience makes meaning of media work	**6**
Accurately discusses how an audience makes meaning of media work	6
Effectively discusses how an audience makes meaning of media work	5
Explains how an audience makes meaning of media work	4
Describes generally how an audience makes meaning of media work	3
Identifies how an audience makes meaning of media work	2
Superficial comments about how an audience makes meaning of media work	1
Does not engage with the question	0
Justification and evidence used to support response	**2**
Provides detailed justification and evidence to support response	2
Provides general justification to support response	1
Offers no justification or inappropriate evidence	0
Media terminology and language	**2**
Consistently uses appropriate media terminology and language	2
General use of media terminology and language	1
No use of media terminology or language	0
Total	**10**

Question 3   **(10 marks)**

Discuss the use of persuasive techniques in media work.

Description	Marks
Use of persuasive techniques	**6**
Accurately discusses the use of persuasive techniques in media work	6
Discusses the use of persuasive techniques in media work	5
Explains the use of persuasive techniques in media work	4
Describes generally the use of persuasive techniques in media work	3
Identifies some aspects of persuasive techniques in media work	2
Superficial comments about persuasive techniques or media work	1
Does not engage with the question	0
Justification and evidence used to support response	**2**
Provides detailed justification and evidence to support response	2
Provides general justification to support response	1
Offers no justification or inappropriate evidence	0
Media terminology and language	**2**
Consistently uses appropriate media terminology and language	2
General use of media terminology and language	1
No use of media terminology or language	0
Total	**10**

Question 4 (10 marks)

Analyse how media work can be used to challenge representations.

Description	Marks
How media work can be used to challenge representations	**6**
Accurately analyses how media work can be used to challenge representations	6
Discusses how media work can be used to challenge representations	5
Explains how media work can be used to challenge representations	4
Describes generally how media work can be used to challenge representations	3
Identifies some aspects of representations in media work	2
Superficial comments about representations in media work	1
Does not engage with the question	0
Justification and evidence used to support response	**2**
Provides detailed justification and evidence to support response	2
Provides general justification to support response	1
Offers no justification or inappropriate evidence	0
Media terminology and language	**2**
Consistently uses appropriate media terminology and language	2
General use of media terminology and language	1
No use of media terminology or language	0
Total	**10**

Question 5 (10 marks)

Analyse the purpose of a media work.

Description	Marks
Analyse the purpose of a media work	**6**
Accurately analyses the purpose of a media work	6
Analyses the purpose of a media work	5
Explains the purpose of a media work	4
Describes generally the purpose of a media work	3
Identifies some purpose of a media work	2
Superficial comments about the purpose of a media work	1
Does not engage with the question	0
Justification and evidence used to support response	**2**
Provides detailed justification and evidence to support response	2
Provides general justification to support response	1
Offers no justification or inappropriate evidence	0
Media terminology and language	**2**
Consistently uses appropriate media terminology and language	2
General use of media terminology and language	1
No use of media terminology or language	0
Total	**10**

Question 6 **(10 marks)**

Discuss how conventions can be used to appeal to an audience.

Description	Marks
How conventions can be used to appeal to an audience	**6**
Accurately discusses how conventions can be used to appeal to an audience	6
Discusses how conventions can be used to appeal to an audience	5
Explains how conventions can be used to appeal to an audience	4
Describes generally how conventions can be used to appeal to an audience	3
Identifies some aspects of how conventions can be used to appeal to an audience	2
Superficial comments about how conventions can be used to appeal to an audience	1
Does not engage with the question	0
Justification and evidence used to support response	**2**
Provides detailed justification and evidence to support response	2
Provides general justification to support response	1
Offers no justification or inappropriate evidence	0
Media terminology and language	**2**
Consistently uses appropriate media terminology and language	2
General use of media terminology and language	1
No use of media terminology or language	0
Total	**10**

Question 7 (20 marks)

Explore the interrelationship between media and audience and how meaning is created.

Description	Marks
Interrelationship between media and audience	
Critically explores the interrelationship between media and audience	6
Analyses the interrelationship between media and audience	5
Explains the interrelationship between media and audience	4
Describes the interrelationship between media and audience	3
Identifies some aspects of media and/or audience	2
Presents superficial comments on media and/or audience	1
Does not engage with this aspect of the question	0
How meaning is created	
Critically analyses how meaning is created	6
Analyses how meaning is created	5
Explains how meaning is created	4
Describes how meaning is created	3
Identifies some aspects of how meaning is created	2
Presents superficial comments on how meaning is created	1
Does not engage with this aspect of the question	0
Evidence from media work	
Provides justification that includes detailed and relevant references to appropriate media work	4
Provides justification through reference to relevant media work	3
Provides some evidence from media work	2
Provides superficial references to media work	1
Inappropriate or no supporting evidence	0
Media terminology and language	
Sophisticated and relevant use of media terminology and language	4
Frequent use of relevant media terminology and language	3
Some use of relevant media terminology and language	2
Superficial use of media terminology and language	1
No use of media terminology or language	0
Total	**20**

Possible content
- film festivals and audiences who engage with film in highly specific ways
- subcultural groups who favour intellectual challenge and films conceptual in content
- cultural hegemony of Hollywood, entertainment as the principle priority, audiences susceptible to ideologies through the guise of entertainment
- media theories: uses and gratification, Hall's Reception Theory, Hypodermic Bullet Theory, Semiotic Constructivism (reading of signs), etc.
- cultural contexts: film movements, national cinemas, foreign films, auteur directors
- technological trends/advancements influencing narrative construction and shaping meaning
- form, genre and/or style and how this is communicated to audiences by an institution or media producer
- media aesthetics and different contexts – influence of auteur director, hybridisation of genres or styles, experimental or innovative approaches, mode of production as an influence on aesthetics
- art films: narratives are character-driven; characters' subjectivity and mental state become a clear focus

- an examination of non-conventional techniques or devices used in order to subvert and challenge audience expectations
- non-narrative with innovative and experimental use of codes and conventions. It is non-conformist and often challenging in structure and style
- draws attention to the process of construction. i.e. discontinuity editing, surrealist or non-narrative sequences
- changing audiences, expectations and values.

Question 8 (20 marks)

Analyse how media work influences audiences to change their perception of a topic.

Description	Marks
How media work influences audiences	
Critically analyses how media work influences audiences	6
Analyses how media work influences audiences	5
Explains how media work influences audiences	4
Describes how media work influences audiences	3
Identifies some aspects of media influence	2
Presents superficial comments on media influences	1
Does not engage with this aspect of the question	0
How audiences' perception of a topic is changed	
Critically analyses how audiences' perception of a topic is changed	6
Analyses how audiences' perception of a topic is changed	5
Explains how audiences' perception of a topic is changed	4
Describes how audiences' perception of a topic is changed	3
Identifies some perceptions of a topic	2
Presents superficial comments on a topic	1
Does not engage with this aspect of the question	0
Evidence from media work	
Provides justification that includes detailed and relevant references to appropriate media work	4
Provides justification through reference to relevant media work	3
Provides some evidence from media work	2
Provides superficial references to media work	1
Inappropriate or no supporting evidence	0
Media terminology and language	
Sophisticated and relevant use of media terminology and language	4
Frequent use of relevant media terminology and language	3
Some use of relevant media terminology and language	2
Superficial use of media terminology and language	1
No use of media terminology or language	0
Total	**20**

Possible content
- manipulation of form and genre or conventional use of form and genre e.g. documentary to influence audience viewpoint on a topic
- narrative, codes and conventions: content analysis of documentary and/or news techniques
- media industry issues: entertainment as a principal priority to make profit or independent producers' intent to represent different viewpoints on a topic
- issues related to stereotyping in narratives: race, gender, social class
- extended coverage of an issue
- media ownership/control/regulation
- social media, rise of the citizen journalism, democratising of viewpoints
- agenda-setting processes and propaganda techniques used to influence audiences, reporting of world events such as 9/11, terrorism, environmental concerns, asylum seekers, gun control, etc.
- auteur directors and thematic concerns, e.g. Wes Anderson and family dysfunction, Christopher Nolan and identity, etc.
- journalism and ethics
- ability of media to impact change, e.g. Blackfish documentary and SeaWorld's banning of orca entertainment shows.

Question 9 **(20 marks)**

Evaluate the impact of media trends on the construction of aesthetics in media work.

Description	Marks
The impact of media trends on media work	
Critically evaluates the impact of media trends on media work	6
Analyses the impact of media trends on media work	5
Explains the impact of media trends on media work	4
Describes the impact of media trends on media work	3
Identifies some aspects of media trends	2
Presents superficial comments about media trends	1
Does not engage with this aspect of the question	0
The construction of aesthetics in media work	
Critically analyses the construction of aesthetics in media work	6
Analyses the construction of aesthetics in media work	5
Explains the construction of aesthetics in media work	4
Describes the construction of aesthetics in media work	3
Identifies some aspects of aesthetics	2
Presents superficial comments about aesthetics	1
Does not engage with this aspect of the question	0
Evidence from media work	
Provides justification that includes detailed and relevant references to appropriate media work	4
Provides justification through reference to relevant media work	3
Provides some evidence from media work	2
Provides superficial references to media work	1
Inappropriate or no supporting evidence	0
Media terminology and language	
Sophisticated and relevant use of media terminology and language	4
Frequent use of relevant media terminology and language	3
Some use of relevant media terminology and language	2
Superficial use of media terminology and language	1
No use of media terminology or language	0
Total	**20**

Possible content
- media aesthetics of a form, genre or style across different time periods
- style privileged over narrative – art or experimental cinema conventions
- how trends are shaped by the social, political or cultural contexts and aesthetics impacted
- how aesthetics create an emotional and/or intellectual response to media
- cross-over of media creating hybridisation of genres
- CGI and 3D cinematic experiences
- fiction techniques used in non-fiction forms, e.g. animation in documentary to replace dramatised re-enactments
- growing audience sophistication and interpretation of media
- cultural influences, e.g. expressionism on aesthetic of film noir, post-modernism and manipulation of narrative structure, works of specific directors and their influences, e.g. Tarantino and Hong Kong cinema
- 1990s rise of the independent filmmakers – Miramax and Quentin Tarantino
- changes to narratives following significant world events, e.g. 9/11
- ideological influences that have changed media aesthetics, e.g. realist techniques used in war genres.

Question 10   **(20 marks)**

Examine the effect that propaganda and agenda-setting have on media content.

Description	Marks
The effect that propaganda has on media content	
Critically examines the effect that propaganda has on media content	6
Analyses the effect that propaganda has on media content	5
Explains the effect that propaganda has on media content	4
Describes the effect that propaganda has on media content	3
Identifies some aspects of propaganda	2
Presents superficial comments about propaganda	1
Does not engage with this aspect of the question	0
The effect that agenda-setting has on media content	
Critically analyses the effect that agenda-setting has on media content	6
Analyses the effect that agenda-setting has on media content	5
Explains the effect that agenda-setting has on media content	4
Describes the effect that agenda-setting has on media content	3
Identifies some aspects of agenda-setting	2
Presents superficial comments about agenda-setting	1
Does not engage with this aspect of the question	0
Evidence from media work	
Provides justification that includes detailed and relevant references to appropriate media work	4
Provides justification through reference to relevant media work	3
Provides some evidence from media work	2
Provides superficial references to media work	1
Inappropriate or no supporting evidence	0
Media terminology and language	
Sophisticated and relevant use of media terminology and language	4
Frequent use of relevant media terminology and language	3
Some use of relevant media terminology and language	2
Superficial use of media terminology and language	1
No use of media terminology or language	0
Total	**20**

Possible content
- censorship reflecting the social or political climate of the time, e.g. Hays Production Code
- examination of different media reporting of an issue
- institutions that actively employed propaganda or agenda-setting during a specific time period
- propaganda and agenda-setting on the Internet, institutions or citizen use of social media to support a cause or shift a viewpoint, e.g. Arab Spring, SeaWorld's use of social media, Kony 2012
- political influences on the documenting or reporting of an issue
- how independent or non-commercial producers use propaganda and agenda-setting to challenge established ideologies or values
- how stereotypes are used to support an agenda
- the effects of editorial control.

Question 11 **(20 marks)**

Analyse how a producer uses media work for the purpose of personal expression.

Description	Marks
How producers use media work	
Critically analyses how a producer uses media work	6
Analyses how a producer uses media work	5
Explains how a producer uses media work	4
Describes how a producer uses media work	3
Identifies some aspects of how a producer uses media work	2
Presents superficial comments on a producer and/or media work	1
Does not engage with this aspect of the question	0
Purpose of personal expression	
Critically analyses the purpose of personal expression	6
Analyses the purpose of personal expression	5
Explains the purpose of personal expression	4
Describes the purpose of personal expression	3
Identifies some aspects of personal expression	2
Presents superficial comments on personal expression	1
Does not engage with this aspect of the question	0
Evidence from media work	
Provides justification that includes detailed and relevant references to appropriate media work	4
Provides justification through reference to relevant media work	3
Provides some evidence from media work	2
Provides superficial references to media work	1
Inappropriate or no supporting evidence	0
Media terminology and language	
Sophisticated and relevant use of media terminology and language	4
Frequent use of relevant media terminology and language	3
Some use of relevant media terminology and language	2
Superficial use of media terminology and language	1
No use of media terminology or language	0
Total	**20**

Possible content
- characteristics of an auteur director and evidence in media work
- manipulation of documentary form or genres
- how a producer may use media to support or challenge social values or ideologies
- influence of an auteur director on other media, e.g. Tarantino and the puzzle narrative
- films from a specific movement and how they communicate a shared vision
- directors who surprise, startle or shock viewers out of their complacency
- media as art and how it has reflected different artistic movements.