



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



# MEDIA PRODUCTION AND ANALYSIS

GENERAL COURSE

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Externally set task

Sample 2016

Note: This Externally set task sample is based on the following content from Unit 3 of the General Year 12 syllabus.

## **Media languages**

### **System of communication**

- terminology, technologies and characteristics of specific media
- characteristics of media work designed to entertain

### **Narrative, codes and conventions**

- genre recognition and audience expectations
- codes and conventions that position the audience and construct meaning

### **Representation**

- why the media use stereotypical representations
- the social influence of stars and celebrities in popular media

### **Audience**

#### **Audiences**

- how the purpose and context of the media work influence audience response
- how values are depicted in entertainment media through genre and representations

#### **Subcultures**

- identifying subcultures based on cultural background, experiences, interests and occupations

### **Production**

#### **Major institutions and independents**

- targeting mainstream audiences
- marketing strategies to promote media work

#### **Skills and processes**

- collecting, interpreting and communicating information within given contexts
- reflecting on production processes

In future years, this information will be provided late in Term 3 of the year prior to the conduct of the Externally set task. This will enable teachers to tailor their teaching and learning program to ensure that the content is delivered prior to the students undertaking the task in Term 2 of Year 12.

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# Media Production and Analysis

## Externally set task

Working time for the task: 60 minutes

Total marks: 15 marks

Weighting: 15% of the school mark

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You are required to annotate the following stimulus images in response to Questions 1 and 2.

1. Annotate the stimulus image on the following page showing how cultural values are depicted through representations within the image.

You must include:

- cultural values represented within the image
- stereotypes within the image and how they link to cultural values.

**(10 marks)**

**Image to be annotated for Question 1**

For copyright reasons, the image of the promotional poster from the 2012 movie *The Campaign* cannot be reproduced in the online version of this document, but may be viewed at <http://trailers.apple.com/trailers/wb/thecampaign/>

2. Annotate the stimulus image on the following page showing how technical, symbolic and/or written codes have been used to position the audience.

You must include:

- the target audience that this image is aimed at
- how code/s are used to position the audience.

**(10 marks)**

**Image to be annotated for Question 2**

For copyright reasons, the image of the promotional poster from the American Broadcasting Company's 2010 television series *Jamie Oliver's Food Revolution* cannot be reproduced in the online version of this document, but may be viewed at [http://en.wikipedia.org/wiki/File:Food\\_revolution\\_poster.jpg](http://en.wikipedia.org/wiki/File:Food_revolution_poster.jpg)

(Note ABC here refers to American Broadcasting Company.  
This is an American commercial television broadcast network)



