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

ATAR course examination, 2023

Question/Answer booklet

MEDIA PRODUCTION AND ANALYSIS

Please place your student identification label in this box

WA student number: In figures

In words

Time allowed for this paper

Reading time before commencing work: ten minutes
Working time: two and a half hours

Materials required/recommended for this paper

To be provided by the supervisor
This Question/Answer booklet

Number of additional answer booklets used (if applicable):

To be provided by the candidate
Standard items: pens (blue/black preferred), pencils (including coloured), sharpener, correction fluid/tape, eraser, ruler, highlighters

Special items: nil

Important note to candidates

No other items may be taken into the examination room. It is **your** responsibility to ensure that you do not have any unauthorised material. If you have any unauthorised material with you, hand it to the supervisor **before** reading any further.

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Structure of the examination

The Media Production and Analysis ATAR course examination consists of a written component and a practical (production) component.

Structure of this paper

Section	Number of questions available	Number of questions to be answered	Suggested working time (minutes)	Marks available	Percentage of written examination
Section One Short answer	5	2	30	22	30
Section Two Extended answer	5	2	120	40	70
				Total	100

Instructions to candidates

1. The rules for the conduct of the Western Australian external examinations are detailed in the *Year 12 Information Handbook 2023: Part II Examinations*. Sitting this examination implies that you agree to abide by these rules.

2. Write your answers in this Question/Answer booklet preferably using a blue/black pen. Do not use erasable or gel pens.

3. Answer the questions according to the following instructions.

   Section One: There are five questions in this section. You are required to answer two questions.

   Section Two: There are five questions in this section. You are required to answer two questions.

4. You must be careful to confine your answers to the specific questions asked and to follow any instructions that are specific to a particular question.

5. Supplementary pages for planning/continuing your answers to questions are provided at the end of this Question/Answer booklet. If you use these pages to continue an answer, indicate at the original answer where the answer is continued, i.e. give the page number.

Section One: Short answer **30% (22 Marks)**

There are **five** questions in this section. You are required to answer **two** questions.

You should refer to at least one media work you have studied during the year in your responses, and use relevant media terminology and/or appropriate media language.

Supplementary pages for planning/continuing your answers to questions are provided at the end of this Question/Answer booklet. If you use these pages to continue an answer, indicate at the original answer where the answer is continued, i.e. give the page number.

Suggested working time: 30 minutes.

Question 1 **(11 marks)**

Discuss in detail how audience values have been reinforced or challenged in a media work you have studied.

Question 2 **(11 marks)**

Discuss in detail how aesthetics are used in a media work you have studied.

Question 3 **(11 marks)**

Discuss in detail how a media industry factor has affected the presentation of an issue in a media work you have studied.

Question 4 **(11 marks)**

Evaluate the narrative structure of a media work you have studied.

Question 5 **(11 marks)**

Discuss in detail how niche audiences' expectations are met by a media work you have studied.

Question number: _____

Question number: _____

Question number: _____

Question number: _____

End of Section One

See next page

Section Two: Extended answer **70% (40 Marks)**

There are **five** questions in this section. You are required to answer **two** questions.

This section requires you to use extended answer form to answer the questions. Extended answers include but are not limited to conventional essay format; answers can use lists and dot points if they are appropriate to your answer.

Justify your choices with evidence from any media work you have studied and other relevant information, referring to specific examples, using relevant media terminology and/or appropriate media language.

Supplementary pages for planning/continuing your answers to questions are provided at the end of this Question/Answer booklet. If you use these pages to continue an answer, indicate at the original answer where the answer is continued, i.e. give the page number.

Suggested working time: 120 minutes.

Question 6 **(20 marks)**

Media work is often shaped by the cultural context in which it is produced, but can also be a vehicle to challenge representations.

Analyse this statement with reference to media work you have studied. In your response you should:

- construct an overview of media work that relates appropriately to the statement (4 marks)
- summarise the concept of representation (4 marks)
- discuss in detail how cultural context shapes media work (6 marks)
- analyse how media work can be a vehicle to challenge representations. (6 marks)

Question 7 **(20 marks)**

Changing distribution networks impacts the ways in which audiences receive information and interact with media.

Analyse this statement with reference to media work you have studied. In your response you should:

- construct an overview of media work that relates appropriately to the statement (4 marks)
- summarise the concept of distribution (4 marks)
- discuss in detail the impact of changing distribution networks on media work (6 marks)
- analyse the influence of media on audiences by applying a media theory. (6 marks)

Question 8 **(20 marks)**

Independent media producers use innovative techniques to produce and distribute media work within industry constraints.

Analyse this statement with reference to media work you have studied. In your response you should:

- construct an overview of media work that relates appropriately to the statement (4 marks)
- summarise the purpose of independent media (4 marks)
- discuss in detail the challenges faced by independent media producers (6 marks)
- analyse how independent media producers use techniques to produce or distribute media works. (6 marks)

Question 9 **(20 marks)**

Auteur figures create artistic and cultural media works through personal expression and aesthetics.

Analyse this statement with reference to media work you have studied. In your response you should:

- construct an overview of media work that relates appropriately to the statement (4 marks)
- summarise the concept of auteur figures or auteur theory (4 marks)
- discuss in detail how an auteur figure uses personal expression or aesthetics in media work (6 marks)
- analyse the artistic or cultural benefits of media work. (6 marks)

Question 10 **(20 marks)**

Media producers use persuasive techniques, codes and conventions when setting an agenda or creating propaganda.

Analyse this statement with reference to media work you have studied. In your response you should:

- construct an overview of media work that relates appropriately to the statement (4 marks)
- summarise the notion of agenda setting or propaganda (4 marks)
- discuss in detail why media producers set agendas or create propaganda (6 marks)
- analyse how persuasive techniques, codes and conventions are used in media work. (6 marks)

End of questions

Question number: _____

Question number: _____

Question number: _____

Question number: _____

Question number: _____

Question number: _____

Question number: _____

Question number: _____

Question number: _____

Question number: _____

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Supplementary page

Question number: _____

Supplementary page

Question number: _____

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