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

ATAR course sample examination

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: 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 the construction of theme/s in a media work you have studied.

Question 2 **(11 marks)**

Analyse the purpose of propaganda with reference to media work you have studied.

Question 3 **(11 marks)**

Discuss how a representation is constructed in a media work you have studied.

Question 4 **(11 marks)**

Discuss the impact of changing distribution networks with reference to media work you have studied.

Question 5 **(11 marks)**

Analyse the challenges faced by independent media producers with reference to media work you have studied.

End of Section One

Question number: _____

Question number: _____

Question number: _____

Question number: _____

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)**

Cultural contexts and values influence audience interpretation of media work.

Analyse this statement with reference to media work you have studied.

- Construct an overview of media work that appropriately relates to the statement. (4 marks)
- Summarise the audience interpretation of the media work. (4 marks)
- Discuss in detail how cultural contexts influence audience interpretation of media work. (6 marks)
- Analyse how values influence audience interpretation of media work. (6 marks)

Question 7 **(20 marks)**

Oversimplified representations of people, places or issues can lead to impactful naturalisation of stereotypes.

Analyse this statement with reference to media work you have studied.

- Construct an overview of media work that appropriately relates to the statement. (4 marks)
- Summarise the representation or stereotype within the media work. (4 marks)
- Discuss in detail the impact of naturalisation of stereotypes. (6 marks)
- Analyse how the representations are constructed to be persuasive. (6 marks)

Question 8 **(20 marks)**

Expectations of media work can be challenged through alternative, experimental and innovative use of techniques, codes and conventions.

Analyse this statement with reference to media work you have studied.

- Construct an overview of media work that appropriately relates to the statement. (4 marks)
- Summarise existing or usual expectations of this type of media work. (4 marks)
- Discuss in detail how techniques have been used to challenge expectations. (6 marks)
- Analyse how codes and conventions have been used to challenge expectations. (6 marks)

Question 9 **(20 marks)**

Attracting a niche audience and meeting their expectations is often a media producer's intention or goal.

Analyse this statement with reference to media work you have studied.

- Construct an overview of media work that appropriately relates to the statement. (4 marks)
- Summarise the features or characteristics of a niche audience. (4 marks)
- Discuss in detail how the expectations of a niche audience are identified or determined. (6 marks)
- Analyse how media producers meet niche audiences' expectations. (6 marks)

Question 10 **(20 marks)**

Particular media can be purposely used to communicate social or political comment to an intended audience.

Analyse this statement with reference to media work you have studied.

- Construct an overview of media work that appropriately relates to the statement. (4 marks)
- Summarise the social or political comment communicated within the media work. (4 marks)
- Discuss in detail how an intended audience is targeted. (6 marks)
- Analyse the suitability of particular media for purposes such as social or political comment. (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: _____

Question number: _____

Question number: _____

Supplementary page

Question number: _____

Supplementary page

Question number: _____

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