



MEDIA PRODUCTION AND ANALYSIS

ATAR course examination 2023

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% (22 Marks)

Question 1

(11 marks)

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

Description	Marks
Audience values	
Discusses in detail how audience values have been reinforced or challenged	6
Discusses how audience values have been reinforced or challenged	5
Explains how audience values have been reinforced or challenged	4
Describes how audience values have been reinforced or challenged	3
Identifies how audience values have been reinforced or challenged	2
Presents limited or superficial comments about audience values	1
Subtotal	6
Evidence used to support response	
Provides detailed evidence from relevant media work	3
Provides evidence from media work	2
Provides limited or superficial evidence from media work	1
Subtotal	3
Media terminology and language	
Consistent use of relevant media terminology and language	2
General use of media terminology and language	1
Subtotal	2
Total	11

Question 2

(11 marks)

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

Description	Marks
Use of aesthetics	
Discusses in detail how aesthetics are used	6
Discusses how aesthetics are used	5
Explains how aesthetics are used	4
Describes how aesthetics are used	3
Identifies how aesthetics are used	2
Presents limited or superficial comments about aesthetics	1
Subtotal	6
Evidence used to support response	
Provides detailed evidence from relevant media work	3
Provides evidence from media work	2
Provides limited or superficial evidence from media work	1
Subtotal	3
Media terminology and language	
Consistent use of relevant media terminology and language	2
General use of media terminology and language	1
Subtotal	2
Total	11

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.

Description	Marks
Media industry factor	
Discusses in detail how a media industry factor has affected the presentation of an issue	6
Discusses how a media industry factor has affected the presentation of an issue	5
Explains how a media industry factor has affected the presentation of an issue	4
Describes how a media industry factor has affected the presentation of an issue	3
Identifies how a media industry factor has affected the presentation of an issue	2
Presents limited or superficial comments about a media industry factor or the presentation of an issue	1
Subtotal	6
Evidence used to support response	
Provides detailed evidence from relevant media work	3
Provides evidence from media work	2
Provides limited or superficial evidence from media work	1
Subtotal	3
Media terminology and language	
Consistent use of relevant media terminology and language	2
General use of media terminology and language	1
Subtotal	2
Total	11

Question 4

(11 marks)

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

Description	Marks
Narrative structure	
Evaluates the narrative structure	6
Discusses the narrative structure	5
Explains the narrative structure	4
Describes the narrative structure	3
Identifies the narrative structure	2
Presents limited or superficial comments about narrative	1
Subtotal	6
Evidence used to support response	
Provides detailed evidence from relevant media work	3
Provides evidence from media work	2
Provides limited or superficial evidence from media work	1
Subtotal	3
Media terminology and language	
Consistent use of relevant media terminology and language	2
General use of media terminology and language	1
Subtotal	2
Total	11

Question 5

(11 marks)

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

Description	Marks
Niche audience expectations	
Discusses in detail how niche audiences' expectations are met	6
Discusses how niche audiences' expectations are met	5
Explains how niche audiences' expectations are met	4
Describes how niche audiences' expectations are met	3
Identifies how niche audiences' expectations are met	2
Presents limited or superficial comments about niche audiences	1
Subtotal	6
Evidence used to support response	
Provides detailed evidence from relevant media work	3
Provides evidence from media work	2
Provides limited or superficial evidence from media work	1
Subtotal	3
Media terminology and language	
Consistent use of relevant media terminology and language	2
General use of media terminology and language	1
Subtotal	2
Total	11

Section Two: Extended answer

70% (40 Marks)

Question 6

(20 marks)

Media work is often shaped by the cultural context in which it is produced, but can 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)

Description	Marks
Overview of media work	
Constructs an overview of media work that relates appropriately to the statement	4
Provides a general overview of media work that relates to the statement	3
Provides some relevant comments about media work with minor relevance to the statement	2
Makes superficial comments about media work or the statement	1
Subtotal	4
Representation	
Provides an accurate summary of representation	4
Provides a mostly accurate summary of representation	3
Provides some relevant comments about representation	2
Makes superficial comments about representation	1
Subtotal	4
How cultural context shapes media work	
Discusses in detail how cultural context shapes media work, using detailed, insightful evidence from appropriate media work and sophisticated media terminology and language	6
Discusses how cultural context shapes media work, using insightful evidence from relevant media work and advanced media terminology and language	5
Explains how cultural context shapes media work, using relevant evidence from media work and appropriate media terminology and language	4
Describes how cultural context shapes media work, using some evidence from media work and some appropriate media terminology and language	3
Identifies how cultural context shapes media work, using limited or superficial evidence from media work and simple media terminology and language	2
Presents limited or superficial comments about how cultural context shapes media work with no supporting evidence from media work and limited or irrelevant media terminology and language	1
Subtotal	6

Question 6 (continued)

How media work can be a vehicle to challenge representations	
Analyses how media work can be a vehicle to challenge representations, using detailed, insightful evidence from appropriate media work and sophisticated media terminology and language	6
Discusses how media work can be a vehicle to challenge representations, using insightful evidence from relevant media work and advanced media terminology and language	5
Explains how media work can be a vehicle to challenge representations, using relevant evidence from media work and appropriate media terminology and language	4
Describes how media work can be a vehicle to challenge representations, using some evidence from media work and some appropriate media terminology and language	3
Identifies how media work can be a vehicle to challenge representations, using limited or superficial evidence from media work and simple media terminology and language	2
Presents limited or superficial comments about how media work can be a vehicle to challenge representations with no supporting evidence from media work and limited or irrelevant media terminology and language	1
Subtotal	6
Total	20
<p>Answers could include:</p> <p>Overview</p> <ul style="list-style-type: none"> • title, year, director, country of origin, year and country represented in media work, audience and other relevant information included in the overview of appropriate media work (i.e. media work – well suited to the concepts within the question) • specific content from the statement is referenced in the overview. <p>Representation</p> <ul style="list-style-type: none"> • representations of people, characters, places, issues, ideas and/or events • techniques, codes and conventions used to construct representations • the impact of representations on social and cultural groups • selection process • selection, omission and emphasis. <p>How cultural context shapes media work</p> <ul style="list-style-type: none"> • significant elements of the social context that influences the production of the media work • significant elements of the cultural context that influences the production of the media work • cultural conditions, such as the role and attitudes towards women in culture, treatment and social place of minority groups, the cultural landscape in the place where the media work was produced • how women and/or minority groups are represented in the text and the influence of the context on this • attitudes and values inherent in the text and the relationship to the context • historical movements and changes that have impacted the production of the media work. <p>How media work can be a vehicle to challenge representations</p> <ul style="list-style-type: none"> • the power of media to enact social or cultural change for women/minority groups • different representations of events or ideas from mainstream institutions versus independent media producers • media theories and their role in understanding the impact of representations on audiences • the impact of representations on the outcomes of social and ethnic groups and minorities • the relationship between media form and audience interpretations and impact. <p>Accept other relevant answers.</p>	

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)

Description	Marks
Overview of media work	
Constructs an overview of media work that relates appropriately to the statement	4
Provides a general overview of media work that relates to the statement	3
Provides some relevant comments about media work with minor relevance to the statement	2
Makes superficial comments about media work or the statement	1
Subtotal	4
Distribution	
Provides an accurate summary of distribution	4
Provides a mostly accurate summary of distribution	3
Provides some relevant comments about distribution	2
Makes superficial comments about distribution	1
Subtotal	4
Impact of changing distribution networks on media work	
Discusses in detail the impact of changing distribution networks on media work, using detailed, insightful evidence from appropriate media work and sophisticated media terminology and language	6
Discusses the impact of changing distribution networks on media work, using insightful evidence from relevant media work and advanced media terminology and language	5
Explains the impact of changing distribution networks on media work, using relevant evidence from media work and appropriate media terminology and language	4
Describes the impact of changing distribution networks on media work, using some evidence from media work and some appropriate media terminology and language	3
Identifies some aspects of the impact of changing distribution networks on media work, using limited or superficial evidence from media work and simple media terminology and language	2
Presents limited or superficial comments about the impact of changing distribution networks on media work with no supporting evidence from media work and limited or irrelevant media terminology and language	1
Subtotal	6

Question 7 (continued)

Influence of media on audiences by applying a media theory	
Analyses the influence of media on audiences by applying a media theory, using detailed, insightful evidence from appropriate media work and sophisticated media terminology and language	6
Discusses the influence of media on audiences by applying a media theory, using insightful evidence from relevant media work and advanced media terminology and language	5
Explains the influence of media on audiences by applying a media theory, using relevant evidence from media work and appropriate media terminology and language	4
Describes the influence of media on audiences by applying a media theory, using some evidence from media work and some appropriate media terminology and language	3
Identifies the influence of media on audiences by applying a media theory, using limited or superficial evidence from media work and simple media terminology and language	2
Presents limited or superficial comments about the influence of media on audiences by applying a media theory with no supporting evidence from media work and limited or irrelevant media terminology and language	1
Subtotal	6
Total	20
<p>Answers could include:</p> <p>Overview</p> <ul style="list-style-type: none"> • title, year, director, country of origin, year and country represented in media work, audience and other relevant information included in the overview of appropriate media work (i.e. media work well suited to the concepts within the question) • specific content from the statement is referenced in the overview. <p>Distribution</p> <ul style="list-style-type: none"> • ways information is communicated to audiences through the media • new media networks, such as streaming channels, social media networks, online news networks, podcast channels • traditional networks, such as one-to-many media outlets, free to air television, newspapers, radio. <p>Impact of changing distribution networks on media work</p> <ul style="list-style-type: none"> • audiences as media producers and the impact of this on traditional media • changes to television production quality and content due to the increasing popularity of streaming services • evaluates the changes in the reliability of information as a result of an increase in the number of media producers in new media networks • changes to distribution networks has the power to enact social change • different ways that distribution networks communicate information to audiences and the impact of this on the power and quality of the message • the blurring of news and editorial in online news reporting. <p>Influence of media on audiences by applying a media theory</p> <ul style="list-style-type: none"> • the impact of agenda setting theory and how changing distribution networks affect the relationship between media and public agendas • increased exposure to a range of media through streaming services and the impact on audiences using cultivation theory • the saturation of media works due to changes in distribution networks and limited effects theory • increases in the availability and choice of media and uses and gratifications theory • potential for targeted advertising to social media users. 	
Accept other relevant answers.	

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)

Description	Marks
Overview of media work	
Constructs an overview of media work that relates appropriately to the statement	4
Provides a general overview of media work that relates to the statement	3
Provides some relevant comments about media work with minor relevance to the statement	2
Makes superficial comments about media work or the statement	1
Subtotal	4
Independent media	
Provides an accurate summary of the purpose of independent media	4
Provides a mostly accurate summary of the purpose of independent media	3
Provides some relevant comments about the purpose of independent media	2
Makes superficial comments about the purpose of independent media	1
Subtotal	4
Challenges faced by independent media producers	
Discusses in detail the challenges faced by independent media producers, using detailed, insightful evidence from appropriate media work and sophisticated media terminology and language	6
Discusses the challenges faced by independent media producers, using insightful evidence from relevant media work and advanced media terminology and language	5
Explains the challenges faced by independent media producers, using relevant evidence from media work and appropriate media terminology and language	4
Describes the challenges faced by independent media producers, using some evidence from media work and some appropriate media terminology and language	3
Identifies some aspects of the challenges faced by independent media producers, using limited or superficial evidence from media work and simple media terminology and language	2
Presents limited or superficial comments about the challenges faced by independent media producers with no supporting evidence from media work and limited or irrelevant media terminology and language	1
Subtotal	6

Question 8 (continued)

Independent media producers use techniques to produce or distribute media works	
Analyses how independent media producers use techniques to produce or distribute media works, using detailed, insightful evidence from appropriate media work and sophisticated media terminology and language	6
Discusses how independent media producers use techniques to produce or distribute media works, using insightful evidence from relevant media work and advanced media terminology and language	5
Explains how independent media producers use techniques to produce or distribute media works, using relevant evidence from media work and appropriate media terminology and language	4
Describes how independent media producers use techniques to produce or distribute media works, using some evidence from media work and some appropriate media terminology and language	3
Identifies how independent media producers use techniques to produce or distribute media works, using limited or superficial evidence from media work and simple media terminology and language	2
Presents limited or superficial comments about how the techniques to produce or distribute media works are used with no supporting evidence from media work and limited or irrelevant media terminology and language	1
Subtotal	6
Total	20
<p>Answers could include:</p> <p>Overview</p> <ul style="list-style-type: none"> • title, year, director, country of origin, year and country represented in media work, audience and other relevant information included in the overview of appropriate media work (i.e. media work well suited to the concepts within the question) • specific content from the statement is referenced in the overview. <p>Purpose of independent media</p> <ul style="list-style-type: none"> • personal or artistic expression • cultural communication • representation of the stories of ethnic or minority groups • alternative viewpoints • propaganda and fake news. <p>Challenges faced by independent producers</p> <ul style="list-style-type: none"> • economic structures within the industry, media ownership and commercial interests can have a strong influence on production content, such as themes, genres, representations, and codes and conventions • production context factors, such as budget and resources that impact the availability of technologies • ratings and classification requirements that place restrictions on content and themes • adapting and revising plans throughout the pre-production, production and post-production phases • difficulties with distribution and competition from media institutions. 	

Use of techniques by independent media producers to produce or distribute media works

- use of cinematography and composition to adhere to regulatory requirements
- experimental editing techniques, such as match-cuts, montage, and juxtaposition
- developing creative solutions using affordable technologies, such as iPhones
- crowdfunding
- using viral marketing techniques to increase audience reach or build a cult following
- media trends and alternative avenues for exhibition and distribution, such as social media to circumvent regulatory constraints
- editorial and artistic freedom from the influence of major media organisations, such as Disney, Universal, Netflix, AMC, etc.
- use of digital media to communicate propaganda or fake news.

Accept other relevant answers.

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)

Description	Marks
Overview of media work	
Constructs an overview of media work that relates appropriately to the statement	4
Provides a general overview of media work that relates to the statement	3
Provides some relevant comments about media work with minor relevance to the statement	2
Makes superficial comments about media work or the statement	1
Subtotal	4
Auteur figures or auteur theory	
Provides an accurate summary about auteur figures or auteur theory	4
Provides a mostly accurate summary about auteur figures or auteur theory	3
Provides some relevant comments about auteur figures or auteur theory	2
Makes superficial comments about auteur figures or auteur theory	1
Subtotal	4
How an auteur figure uses personal expression or aesthetics in media work	
Discusses in detail how an auteur figure uses personal expression or aesthetics in media work, using detailed, insightful evidence from appropriate media work and sophisticated media terminology and language	6
Discusses how an auteur figure uses personal expression or aesthetics in media work, using insightful evidence from relevant media work and advanced media terminology and language	5
Explains how an auteur figure uses personal expression or aesthetics in media work, using relevant evidence from media work and appropriate media terminology and language	4
Describes how an auteur figure uses personal expression or aesthetics in media work, using some evidence from media work and some appropriate media terminology and language	3
Identifies some aspects of how an auteur figure uses personal expression or aesthetics in media work, using limited or superficial evidence from media work and simple media terminology and language	2
Presents limited or superficial comments about how an auteur figure uses personal expression or aesthetics in media work with no supporting evidence from media work and limited or irrelevant media terminology and language	1
Subtotal	6

Artistic or cultural benefits	
Analyses the artistic or cultural benefits of media work, using detailed, insightful evidence from appropriate media work and sophisticated media terminology and language	6
Discusses the artistic or cultural benefits of media work, using insightful evidence from relevant media work and advanced media terminology and language	5
Explains the artistic or cultural benefits of media work, using relevant evidence from media work appropriate media terminology and language	4
Describes the artistic or cultural benefits of media work, using some evidence from media work and some appropriate media terminology and language	3
Identifies the artistic or cultural benefits of media work, using limited or superficial evidence from media work and simple media terminology and language	2
Presents limited or superficial comments about the artistic or cultural benefits of media work with no supporting evidence from media work and limited or irrelevant media terminology and language	1
Subtotal	6
Total	20
<p>Answers could include:</p> <p>Overview</p> <ul style="list-style-type: none"> title, year, director, country of origin, year and country represented in media work, audience and other relevant information included in the overview of appropriate media work (i.e. media work well suited to the concepts within the question) specific content from the statement is referenced in the overview. <p>The concept of auteur figures and/or auteur theory</p> <ul style="list-style-type: none"> a director, or influential member of the production team, who exerts a high level of control across all aspects of a film and has a distinctive personal style style is evident across a body of work auteur theory's conception by François Truffaut Andrew Sarris' three components of auteur theory: technical competence, distinguishable personality and interior meaning impact of auteur theory and auteur directors on international film movements and on contemporary directors. <p>How an auteur figure uses personal expression or aesthetics</p> <ul style="list-style-type: none"> the auteur's personal experiences, interests and context that have influenced their style evolution of an auteur's style the auteur's values, attitudes, beliefs and ideologies reflected in their body of work influence of film movements on the auteur's aesthetic choices exploration of the auteur's personal expression or aesthetics across a range of media works. <p>Artistic or cultural benefits</p> <ul style="list-style-type: none"> media as a vehicle to challenge the status quo, dominant ideologies, attitudes and beliefs the value of art in society and its effect on strengthening social and cultural identities impact of artistic experimentation, such as innovative filmic conventions and the development of new technologies challenging mainstream audience expectations of media construction of media for niche audiences. <p>Accept other relevant answers.</p>	

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)

Description	Marks
Overview of media work	
Constructs an overview of media work that relates appropriately to the statement	4
Provides a general overview of media work that relates to the statement	3
Provides some relevant comments about media work with minor relevance to the statement	2
Makes superficial comments about media work or the statement	1
Subtotal	4
Agenda setting or propaganda	
Provides an accurate summary of agenda setting or propaganda	4
Provides a mostly accurate summary of agenda setting or propaganda	3
Provides some relevant comments about agenda setting or propaganda	2
Makes superficial comments about agenda setting or propaganda	1
Subtotal	4
Discuss why media producers set agendas or create propaganda	
Discusses in detail why media producers set agendas or create propaganda, using detailed, insightful evidence from appropriate media work and sophisticated media terminology and language	6
Discusses why media producers set agendas or create propaganda, using insightful evidence from relevant media work and advanced media terminology and language	5
Explains why media producers set agendas or create propaganda, using relevant evidence from media work and appropriate media terminology and language	4
Describes why media producers set agendas or create propaganda, using some evidence from media work and some appropriate media terminology and language	3
Identifies some aspects of why media producers set agendas or create propaganda using limited or superficial evidence from media work and simple media terminology and language	2
Presents limited or superficial comments about why media producers set agendas or create propaganda with no supporting evidence from media work and limited or irrelevant media terminology and language	1
Subtotal	6
Analyse how persuasive techniques, codes and conventions are used in media work	
Analyses how persuasive techniques, codes and conventions are used in media work, using detailed, insightful evidence from appropriate media work and sophisticated media terminology and language	6
Discusses how persuasive techniques, codes and conventions are used in media work, using insightful evidence from relevant media work and advanced media terminology and language	5
Explains how persuasive techniques, codes and conventions are used in media work, using relevant evidence from media work and appropriate media terminology and language	4

Describes how persuasive techniques, codes and conventions are used in media work, using some evidence from media work and some appropriate media terminology and language	3
Identifies how persuasive techniques, codes and conventions are used in media work, using limited or superficial evidence from media work and simple media terminology and language	2
Presents limited or superficial comments about persuasive techniques, codes and conventions with no supporting evidence from media work and limited or irrelevant media terminology and language	1
Subtotal	6
Total	20
<p>Answers could include:</p> <p>Overview</p> <ul style="list-style-type: none"> • title, year, director, country of origin, year and country represented in media work, audience and other relevant information included in the overview of appropriate media work (i.e. media work well suited to the concepts within the question) • specific content from the statement is referenced in the overview. <p>Agenda setting or propaganda</p> <ul style="list-style-type: none"> • the media's ability to identify, select, omit, emphasise and arrange the presentation of content to influence the audience's perception of a topic or issue • the purpose of propaganda: influencing the audience's perception or opinion of the media producer • other relevant cultural effects theories, such as Hypodermic Needle Theory or Hall's Reception Theory. <p>Why media producers set agendas or create propaganda</p> <ul style="list-style-type: none"> • editorial control and media ownership • institutional influences, such as financial, economic and political interests • strengthen the position of power or control of the media or political organisation that created the content • maintain the status quo or reinforce the values, attitudes, beliefs or ideologies of the media producer or organisation • examples, such as WW2 U.S. and Nazi propaganda, Russia's state-controlled media and its representation of the war in Ukraine, Fox's election coverage and influential relationship with the Republican Party • public health campaigns or re-education. <p>How persuasive techniques, codes and conventions are used</p> <ul style="list-style-type: none"> • the way the representation of people, groups, places, events and issues are constructed using codes and conventions • manipulating selection, emphasis and omission to construct a point of view • fake news and misinformation • use of stereotypes • use of pathos, ethos and/or logos • use of shock or archival footage • selective use of language, such as virtue words • techniques, such as repetition, transfer, bandwagon and card stacking • editing techniques, such as montage, juxtaposition and match cuts. <p>Accept other relevant answers.</p>	

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