



Western Australian Certificate of Education Examination, 2014

Question Paper

MEDIA PRODUCTION AND ANALYSIS

Stage 3

Time allowed for this paper

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

Materials required/recommended for this paper

To be provided by the supervisor

This Question Paper
Standard Answer Book
Source Booklet

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 notes or other items of a non-personal nature in the examination room. If you have any unauthorised material with you, hand it to the supervisor **before** reading any further.

Structure of the examination

The WACE Media Production and Analysis Stage 3 examination consists of a written component worth 50 per cent of the total examination score and a practical (production) component worth 50 per cent of the total examination score.

Structure of this paper

Section	Number of questions available	Number of questions to be answered	Suggested working time (minutes)	Marks available	Percentage of total exam
Section One: Short answer	6	3	45	30	15
Section Two: Extended answer	5	2	105	40	35
Total					50

Instructions to candidates

- The rules for the conduct of Western Australian external examinations are detailed in the *Year 12 Information Handbook 2014*. Sitting this examination implies that you agree to abide by these rules.
- Write your answers in the Standard Answer Book.
- Answer the questions according to the following instructions.

Section One: There are **six (6)** questions in this section. You are required to answer **three (3)** questions.

The questions in this section focus on the previewed stimulus material provided to candidates via schools prior to the examination. Excerpts and stills from the stimulus material for this section are provided in the Source Booklet.

Section Two: There are **five (5)** questions in this section. You are required to answer **two (2)** questions.

- You must be careful to confine your responses to the specific questions asked and to follow any instructions that are specific to a particular question.
- The Source Booklet is **not** to be handed in with your Standard Answer Book.

Section One: Short answer**15% (30 Marks)**

There are **six (6)** questions in this section. You are required to answer **three (3)** questions.

This section requires you to use short answer forms to answer the questions. Short answers could include headings and subheadings; highlighting of relevant key points; lists and dot points; diagrams and sketches to help you to communicate your ideas in a concise manner.

Your response to each question must be made in relation to at least **one (1)** of the stimulus materials provided to candidates via schools prior to the examination. The stimulus materials are:

- | | | |
|--------------------------------|---|-------------|
| 1. <i>Time Magazine</i> covers | } | print |
| 2. <i>Bicycle Thieves</i> | | |
| 3. <i>Vertigo</i> | } | audiovisual |
| 4. <i>Chinatown</i> | | |
| 5. <i>The Matrix</i> | | |
| 6. <i>The Fog of War</i> | | |
| 7. <i>The Longest Daycare</i> | | |

Excerpts and stills from the stimulus materials are provided in the Source Booklet. Justify your choices with evidence from at least **one (1)** of the stimulus materials, referring to specific examples, using relevant media terminology and/or appropriate media language.

In your answers, you may use the same stimulus material more than once.

Suggested working time: 45 minutes.

Question 1 **(10 marks)**

Analyse how personal expression impacts the aesthetics in media work.

Question 2 **(10 marks)**

Analyse how media work is used for political or social comment.

Question 3 **(10 marks)**

Analyse how the cultural context of production shapes media work.

Question 4 **(10 marks)**

Discuss how the style of narrative is shaped by genre.

Question 5 **(10 marks)**

Analyse a dominant representation in media work.

Question 6 **(10 marks)**

Analyse how codes and conventions are used to engage audience interest.

End of Section One

See next page

Section Two: Extended answer**35% (40 Marks)**

There are **five (5)** questions in this section. You are required to answer **two (2)** questions.

This section requires you to use extended answer forms to answer the questions. Extended answers include but are not limited to conventional essay format. Diagrams, sketches and lists may be included 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.

Suggested working time: 105 minutes.

Question 7**(20 marks)**

Analyse whether alternative, experimental or non-commercial media challenge dominant ideologies.

Question 8**(20 marks)**

Evaluate the power of the media to represent an issue.

Question 9**(20 marks)**

Analyse how narrative is manipulated to appeal to a niche audience.

Question 10**(20 marks)**

Evaluate the role of publicity and exhibition to the success of media work.

Question 11**(20 marks)**

Evaluate the importance of emerging production trends to the experience of the audience.

End of questions

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303 Sevenoaks Street
CANNINGTON WA 6107