



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



MEDIA PRODUCTION AND ANALYSIS

GENERAL COURSE

Marking key for the Externally set task
Sample 2016

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Media Production and Analysis

Externally set task – marking key

1. Annotate the stimulus image on the following page showing how cultural values are depicted through representations within the image. **(10 marks)**

You must include:

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

Description	Marks
Representation of cultural values	3
Accurately demonstrates how cultural values are represented within the image	3
General statements about the cultural values within the image	2
Superficial comments about cultural value/s	1
Doesn't engage with question	0
How stereotypes link to cultural values	3
Accurately demonstrates how stereotypes within the image link to cultural values	3
General statements about stereotypes and cultural values	2
Superficial comments about stereotypes and/or cultural values	1
Doesn't engage with question	0
Justification and/or evidence used to support response	2
Annotations provide appropriate justification and highlight specific evidence to support response	2
Annotations provide some justification and/or evidence to support the response	1
Offers no annotations or explanation and/or incorrect evidence	0
Media terminology and/or media language	2
Uses relevant media terminology and/or appropriate media language	2
Limited use of media terminology and/or media language	1
Uses no media terminology or media language	0
Total	10
Answer could include, but is not limited to:	
<ul style="list-style-type: none"> • film marketing strategies • dominant cultural values portrayed in the image, including family values • American presidential campaigns and values typically presented • symbolic codes used to create representations: costuming, mis-en-scene, body language, iconic images, setting, use of colour • stereotypes of politicians, babies • representation and stereotypes in the comedy genre 	

2. Annotate the stimulus image on the following page showing how technical, symbolic and/or written codes have been used to position the audience. **(10 marks)**

You must include:

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

Description	Marks
Target audience	3
Accurate justification of target audience	3
General statements about target audience	2
Superficial statements about target audience	1
Doesn't engage with question	0
Codes used to position the audience	3
Accurately demonstrates how code/s are used to position the audience	3
General statements about how codes are used to position the audience	2
Superficial comments about codes	1
Doesn't engage with question	0
Justification and/or evidence used to support response	2
Annotations provide appropriate justification and highlight specific evidence to support response	2
Annotations provide some justification and/or evidence to support the response	1
Offers no annotations or explanation and/or incorrect evidence	0
Media terminology and/or media language	2
Uses relevant media terminology and/or appropriate media language	2
Limited use of media terminology and/or media language	1
Uses no media terminology or media language	0
Total	10
Answer could include, but is not limited to:	
<ul style="list-style-type: none"> • Japanese propaganda posters and other historical references • symbolic codes: props- carrots, setting- use of Japanese propaganda poster backdrops for effect • celebrity endorsement • symbolic codes: body language, use of colour • written codes: use of language, choice of font and text • identification of American audience. Link to success in other countries of this food project • technical codes: framing, slight low camera angle- signalling his authority on food • awareness of its potential release in other countries and cultures, and different target audiences • awareness of different readings in different countries and cultures, and the reasons 	
Total combined: Question 1 and 2	20
Convert to a mark out of 5	5

3. Analyse the social influence of a star or celebrity in challenging or promoting cultural values, using at least one example of media work. Justify your answer with evidence from media work you have studied or worked on throughout this unit, referring to specific examples and using media terminology. **(24 marks)**

You must address:

- the social influence of a celebrity/star's image on an audience
- how the celebrity/star challenges or promotes cultural values.

Description	Marks
Social influences of a star/celebrity on audience	
Analyses the social influence of a celebrity/star on an audience	7–8
Explains the social influence of a celebrity/star on an audience	5–6
Describes the social influence of a celebrity/star on an audience	3–4
Identifies the social influence of a celebrity/star	1–2
No reference to social influence	0
Cultural Values	
Analyses how the celebrity/star challenges or promotes cultural values	7–8
Explains how the celebrity/star challenges or promotes cultural values	5–6
Describes how the celebrity/star challenges or promotes cultural values	3–4
Identifies cultural values represented by the star	1–2
No reference to cultural values	0
Evidence from work studied throughout the year	
Provides justification and evidence from media work studied	4
Provides some justification through references to media work studied	3
Provides some evidence from media work studied	2
Presents brief or superficial references to media work studied	1
No supporting evidence used	0
Media terminology/and or media language	
Consistent and appropriate use of media terminology and/or media language	4
Frequent and relevant use of media terminology and/or media language	3
Some use of correct media terminology and/or media language	2
Imprecise and/or infrequent use of media terminology and/or media language	1
Incorrect or no use of media terminology and/or media language	0
Total	24
Convert to a mark out of 10	10
Answer could include, but is not limited to:	
<ul style="list-style-type: none"> • celebrity endorsement • the paradox of a celebrity/star's image- that the star is both extraordinary and ordinary (i.e. gossip magazines represent this paradox) • the relationship between the celebrity/star and the audience created through fan sites • how the image of stars enter into the mythology of a culture. The identity of a culture may be aligned with a celebrity/star's image, such as James Dean in the film <i>Rebel Without a Cause</i>. The youth sub-culture of the 1950s aligned itself with the values of his character in a time when traditional discourses about families were changing. • positive values presented by celebrities/stars, such as Olympians and sporting heroes • how social media allows celebrities/stars to become more accessible, such as Twitter, Instagram • how a celebrity/star's personal values are more accessible to their fans than just the image presented by their 'brand' 	