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

MEDIA PRODUCTION AND ANALYSIS

ATAR course examination 2018

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.

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Section One: Short answer **30% (33 Marks)**

Question 1 **(11 marks)**

Analyse the representation of gender.

Analyse the representation of gender	**6**
Accurately analyses the representation of gender	6
Analyses the representation of gender	5
Explains the representation of gender	4
Describes generally the representation of gender	3
Identifies the representation of gender	2
Superficial comments about gender	1
Does not engage with the question	0
Justification and evidence used to support response	**3**
Provides detailed justification through reference to appropriate media work	3
Provides evidence from media work	2
Provides superficial references to media work	1
Inappropriate or no supporting evidence	0
Media terminology and language	**2**
Consistent use of appropriate media terminology and language	2
General use of media terminology and language	1
No use of media terminology or language	0
Total	**11**

Question 2 **(11 marks)**

Analyse the use of audio.

Analyse the use of audio	**6**
Accurately analyses the use of audio	6
Analyses the use of audio	5
Explains the use of audio	4
Describes generally the use of audio	3
Identifies the use of audio	2
Superficial comments about audio	1
Does not engage with the question	0
Justification and evidence used to support response	**3**
Provides detailed justification through reference to appropriate media work	3
Provides evidence from media work	2
Provides superficial references to media work	1
Inappropriate or no supporting evidence	0
Media terminology and language	**2**
Consistent use of appropriate media terminology and language	2
General use of media terminology and language	1
No use of media terminology or language	0
Total	**11**

Question 3 **(11 marks)**

Analyse the impact of setting.

Analyses the impact of setting	**6**
Accurately analyses the impact of setting	6
Analyses the impact of setting	5
Explains the impact of setting	4
Describes generally the impact of setting	3
Identifies the impact of setting	2
Superficial comments about setting	1
Does not engage with the question	0
Justification and evidence used to support response	**3**
Provides detailed justification through reference to appropriate media work	3
Provides evidence from media work	2
Provides superficial references to media work	1
Inappropriate or no supporting evidence	0
Media terminology and language	**2**
Consistent use of appropriate media terminology and language	2
General use of media terminology and language	1
No use of media terminology or language	0
Total	**11**

Question 4 **(11 marks)**

Discuss how selection, emphasis or omission are used for effect.

Discuss how selection, emphasis or omission is used for effect	**6**
Accurately discusses how selection, emphasis or omission are used for effect	6
Discusses how selection, emphasis or omission are used for effect	5
Explains how selection, emphasis or omission are used for effect	4
Describes generally how selection, emphasis or omission are used for effect	3
Identifies how selection, emphasis or omission are used	2
Superficial comments about selection, emphasis or omission	1
Does not engage with the question	0
Justification and evidence used to support response	**3**
Provides detailed justification through reference to appropriate media work	3
Provides evidence from media work	2
Provides superficial references to media work	1
Inappropriate or no supporting evidence	0
Media terminology and language	**2**
Consistent use of appropriate media terminology and language	2
General use of media terminology and language	1
No use of media terminology or language	0
Total	**11**

Question 5 **(11 marks)**

Discuss how media aesthetics are constructed.

Discuss how media aesthetics are constructed	**6**
Accurately discusses how media aesthetics are constructed	6
Discusses how media aesthetics are constructed	5
Explains how media aesthetics are constructed	4
Describes generally how media aesthetics are constructed	3
Identifies media aesthetics	2
Superficial comments about media aesthetics	1
Does not engage with the question	0
Justification and evidence used to support response	**3**
Provides detailed justification through reference to appropriate media work	3
Provides evidence from media work	2
Provides superficial references to media work	1
Inappropriate or no supporting evidence	0
Media terminology and language	**2**
Consistent use of appropriate media terminology and language	2
General use of media terminology and language	1
No use of media terminology or language	0
Total	**11**

Question 6 **(11 marks)**

Discuss how media work is used to make a social or political comment.

Discuss how media work is used to make a social or political comment	**6**
Accurately discusses how media work is used to make a social or political comment	6
Discusses how media work is used to make a social or political comment	5
Explains how media work is used to make a social or political comment	4
Describes generally how media work is used to make a social or political comment	3
Identifies how media work make comment	2
Superficial comments about media work	1
Does not engage with the question	0
Justification and evidence used to support response	**3**
Provides detailed justification through reference to appropriate media work	3
Provides evidence from media work	2
Provides superficial references to media work	1
Inappropriate or no supporting evidence	0
Media terminology and language	**2**
Consistent use of appropriate media terminology and language	2
General use of media terminology and language	1
No use of media terminology or language	0
Total	**11**

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

Question 7 **(20 marks)**

Discuss the artistic benefit of manipulating chronological order in media work.

Description	Marks
Artistic benefit in media work	**6**
Critically discusses artistic benefit in media work	6
Discusses artistic benefit in media work	5
Explains artistic benefit in media work	4
Describes generally artistic benefit in media work	3
Identifies some aspects of artistic benefit	2
Presents superficial comments on artistic benefit	1
Does not engage with this aspect of the question	0
How chronological order is manipulated	**6**
Critically discusses how chronological order is manipulated	6
Discusses how chronological order is manipulated	5
Explains how chronological order is manipulated	4
Describes generally how chronological order is manipulated	3
Identifies some aspects of chronological order	2
Presents superficial comments on chronological order	1
Does not engage with this aspect of the question	0
Evidence from media work	**4**
Provides justification that includes detailed and relevant references to appropriate media work	4
Provides justification through reference to relevant media work	3
Provides some evidence from media work	2
Provides superficial references to media work	1
Inappropriate or no supporting evidence	0
Media terminology and language	**4**
Sophisticated and relevant use of media terminology and language	4
Frequent use of relevant media terminology and language	3
Some use of relevant media terminology and language	2
Superficial use of media terminology and language	1
No use of media terminology or language	0
Total	**20**

Possible content

- cultural benefits of media, scope for innovation and experimentation
- media as cultural items to stimulate debate, exploration of complex topics and social issues off-limits for commercial media
- connotations of independent media as ‘rebellious’ and ‘rule-breaking’
- fewer controls and constraints on media production and content in independent media
- historical context of independent media, development of ideological and philosophical positions e.g. postmodern media styles and genres
- cultural contexts that contribute to audience values and interpretation of media work
- media aesthetics in different times e.g. film noir and neo-noir
- influence of past movements or traditions to enhance aesthetic quality e.g. Surrealism and Expressionism
- chronological expression or process in one film or a range of films
- manipulation of genres, styles and conventions, using codes and conventions that reflect the context
- identifying techniques and themes, meanings that are created and audiences' interpretations multiple plots, multiple viewpoints, manipulation of narrative structure
- cultural theorists, art theorists and art audiences.

Question 8 **(20 marks)**

Discuss how media work is shaped by its audience and production context.

Description	Marks
How media work is shaped by its audience	**6**
Critically discusses how media work is shaped by its audience	6
Discusses how media work is shaped by its audience	5
Explains how media work is shaped by its audience	4
Describes generally how media work is shaped by its audience	3
Identifies some aspects of audience	2
Presents limited or superficial comments on audience	1
Does not engage with this aspect of the question	0
How media work is shaped by its production context	**6**
Critically discusses how media work is shaped by its production context	6
Discusses how media work is shaped by its production context	5
Explains how media work is shaped by its production context	4
Describes generally how media work is shaped by its production context	3
Identifies some aspects of context	2
Presents limited or superficial comments on context	1
Does not engage with this aspect of the question	0
Evidence from media work	**4**
Provides justification that includes detailed and relevant references to appropriate media work	4
Provides justification through reference to relevant media work	3
Provides some evidence from media work	2
Provides superficial references to media work	1
Inappropriate or no supporting evidence	0
Media terminology and language	**4**
Sophisticated and relevant use of media terminology and language	4
Frequent use of relevant media terminology and language	3
Some use of relevant media terminology and language	2
Superficial use of media terminology and language	1
No use of media terminology or language	0
Total	**20**

Possible content

- selection processes used to construct stereotypes
- how a subculture is defined against mainstream culture
- how aesthetics challenge representations
- manipulating selection, emphasis and omission to construct point of view
- persuasive techniques, codes and conventions
- cultural representations and values
- new or emerging patterns of representation that lead to stereotypes
- dangers in naturalisation of stereotypes e.g. asylum seekers, cultural representations, gender or race stereotypes
- how stereotypes are a product of hegemonic practices
- moral panics represented through stereotypes e.g. video-games lead to violence and codes of conduct
- impact of editorial control, censorship, bias, pressures on media content
- relationship between values presented in media and those of audiences
- processes of representation including Realism and mediation
- how audiences interpret and respond to stereotypes using specific media theories
- the influence of corporate advertisers
- convergence culture, media platforms
- meaning changes with culture, time and technology.

Question 9 (20 marks)

Analyse the issues faced by non-commercial media producers in attempting to reach a mainstream audience.

Description	Marks
Issues faced by non-commercial media producers	**6**
Critically analyses the issues faced by non-commercial media producers	6
Analyses the issues faced by non-commercial media producers	5
Explains the issues faced by non-commercial media producers	4
Describes generally the issues faced by non-commercial media producers	3
Identifies some aspects of non-commercial media	2
Presents superficial comments about non-commercial media	1
Does not engage with this aspect of the question	0
Mainstream audience reach	**6**
Critically analyses mainstream audience reach	6
Analyses mainstream audience reach	5
Explains mainstream audience reach	4
Describes generally mainstream audience reach	3
Identifies some aspects of mainstream audience	2
Presents limited or superficial comments about audience	1
Does not engage with this aspect of the question	0
Evidence from media work	**4**
Provides justification that includes detailed and relevant references to appropriate media work	4
Provides justification through reference to relevant media work	3
Provides some evidence from media work	2
Provides superficial references to media work	1
Inappropriate or no supporting evidence	0
Media terminology and language	**4**
Sophisticated and relevant use of media terminology and language	4
Frequent use of relevant media terminology and language	3
Some use of relevant media terminology and language	2
Superficial use of media terminology and language	1
No use of media terminology or language	0
Total	**20**

Possible content

- publicity and avenues for exhibition e.g. film festivals provide opportunities to new and alternative filmmakers
- the social and viewing contexts of niche audiences e.g. marketing, promotion and distribution practices
- techniques, codes and conventions used to construct narrative and to appeal to audience expectations
- intriguing narratives, deeper themes, characters emblematic of social groups
- distinction between plot and story, devices used to help audiences understand narrative
- multiple plots, multiple viewpoints, manipulation of narrative structure, chronological order
- engagement in social or political commentary through counter or anti-hegemonic representations of values and ideologies
- the historical development of a style or genre in response to a niche audience
- techniques that challenge conventional approaches e.g. use of animation in documentary as a substitution for re-enactments
- profiling of audiences and their expectations and values
- mainstream audience engagement, interpretation and response to narrative
- mainstream audiences' expectation of media aesthetics
- aesthetic constructs from movements, traditions, formats, styles and/or genres

- cultural contexts that influence narratives and representations
- the role of new technologies enabling greater autonomy for independent producers, particularly as related to the student production context
- independent newspapers and online media
- media mergers/media ownership
- the challenges of Web 2.0
- Media Audience Measurement – standardisation and methodologies
- keeping up to date with constantly evolving market trends
- cost of continually evolving technology and research
- how interpretations made by audiences can be understood by using appropriate media theories.

Question 10 **(20 marks)**

Discuss how producers of media work use personal expression to communicate their own values.

Description	Marks
How producers use personal expression	**6**
Critically discusses how producers use personal expression	6
Discusses how producers use personal expression	5
Explains how producers use personal expression	4
Describes generally how producers use personal expression	3
Identifies some aspects of personal expression	2
Presents superficial comments on personal expression	1
Does not engage with this aspect of the question	0
The communication of their own values	**6**
Critically discusses the communication of their own values	6
Discusses the communication of their own values	5
Explains the communication of their own values	4
Describes generally the communication of their own values	3
Identifies some aspects of their own values	2
Presents superficial comments on their own values	1
Does not engage with this aspect of the question	0
Evidence from media work	**4**
Provides justification that includes detailed and relevant references to appropriate media work	4
Provides justification through reference to relevant media work	3
Provides some evidence from media work	2
Provides superficial references to media work	1
Inappropriate or no supporting evidence	0
Media terminology and language	**4**
Sophisticated and relevant use of media terminology and language	4
Frequent use of relevant media terminology and language	3
Some use of relevant media terminology and language	2
Superficial use of media terminology and language	1
No use of media terminology or language	0
Total	**20**

Possible content

- auteur figures and personal expression
- art movements and cultural influences on media
- thematic concerns and values of an auteur figure
- how auteurs can oppose or challenge conventions – anti-mainstream
- aesthetics of montage, movement, time, space
- examination of an issue or topic across a body of work
- exploration of media art within a specified cultural context e.g. French New Wave
- explanation of characteristics of media art and how this is evidenced in the work of auteur figures
- the development of the auteur persona within or across a range of media e.g. directors who commence in music video and progress to film, or television genres to film, or start as independent and move to commercial forms
- exploration of a pattern of representation over time e.g. representation of social or cultural groups
- famous auteurs who have contributed to the overall development of the film industry or genres
- by drawing upon society's dominant ideologies, the creator of the message is feeding off of society's beliefs and values.

Question 11 **(20 marks)**

Analyse how the representation of a particular group is impacted by the context in which it is produced.

Description	Marks
Representation of a particular group	**6**
Critically analyses the representation of a particular group	6
Analyses the representation of a particular group	5
Explains the representation of a particular group	4
Describes generally the representation of a particular group	3
Identifies some aspects of the representation of a group	2
Presents limited or superficial comments on representation	1
Does not engage with this aspect of the question	0
The impact of context	**6**
Critically analyses the impact of context	6
Analyses the impact of context	5
Explains the impact of context	4
Describes generally the impact of context	3
Identifies some aspects of context	2
Presents limited or superficial comments on context	1
Does not engage with this aspect of the question	0
Evidence from media work	**4**
Provides justification that includes detailed and relevant references to appropriate media work	4
Provides justification through reference to relevant media work	3
Provides some evidence from media work	2
Provides superficial references to media work	1
Inappropriate or no supporting evidence	0
Media terminology and language	**4**
Sophisticated and relevant use of media terminology and language	4
Frequent use of relevant media terminology and language	3
Some use of relevant media terminology and language	2
Superficial use of media terminology and language	1
No use of media terminology or language	0
Total	**20**

Possible content

- comparing representations
- the dangers in the naturalisation of stereotypes
- suitability of particular media for purposes of social and/or political commentary
- selection processes to construct a point of view, perception of a topic or issue
- ownership, regulation, institutional structures or ethos that influence representations
- comparison of the characteristics of commercial and non-commercial media
- intended and/or target audiences' expectations and values
- Indigenous Australians and the change in their representation in the media over time
- example groups: politicians, celebrities, families, unemployed people, prisoners, people in the armed forces, young billionaires, old people, various religious groups
- race, ethnicity and post-colonial studies
- niche audiences
- Postmodernism and the boundary between representation and reality.

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