



MEDIA PRODUCTION AND ANALYSIS

ATAR course examination 2022

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% (33 Marks)

Question 1

(11 marks)

Discuss the construction of narrative.

Description	Marks
Construction of narrative	
Discusses in detail the construction of narrative.	6
Discusses the construction of narrative.	5
Explains the construction of narrative.	4
Describes the construction of narrative.	3
Superficial comments about the construction of narrative.	2
Identifies narrative.	1
Does not engage with the question.	0
Subtotal	6
Justification and evidence used to support response	
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
Subtotal	3
Media terminology and language	
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
Subtotal	2
Total	11

Question 2

(11 marks)

Discuss the use of genre conventions.

Description	Marks
Use of genre conventions	
Discusses in detail the use of genre conventions.	6
Discusses the use of genre conventions.	5
Explains the use of genre conventions.	4
Describes the use of genre conventions.	3
Superficial comments about the use of genre conventions.	2
Identifies genre conventions.	1
Does not engage with the question.	0
Subtotal	6
Justification and evidence used to support response	
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
Subtotal	3
Media terminology and language	
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
Subtotal	2
Total	11

Question 3

(11 marks)

Analyse the representation of place.

Description	Marks
Representation of place	
Analyses the representation of place.	6
Discusses the representation of place.	5
Explains the representation of place.	4
Describes the representation of place.	3
Superficial comments about representation of place.	2
Identifies place.	1
Does not engage with the question.	0
Subtotal	6
Justification and evidence used to support response	
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
Subtotal	3
Media terminology and language	
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
Subtotal	2
Total	11

Question 4

(11 marks)

Analyse how a point of view is constructed.

Description	Marks
Construction of a point of view	
Analyses how a point of view is constructed.	6
Discusses how a point of view is constructed.	5
Explains how a point of view is constructed.	4
Describes how a point of view is constructed.	3
Superficial comments about how a point of view is constructed.	2
Identifies a point of view.	1
Does not engage with the question.	0
Subtotal	6
Justification and evidence used to support response	
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
Subtotal	3
Media terminology and language	
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
Subtotal	2
Total	11

Question 5

(11 marks)

Discuss the presentation of issues.

Description	Marks
Presentation of issues	
Discusses in detail the presentation of issues.	6
Discusses the presentation of issues.	5
Explains the presentation of issues.	4
Describes the presentation of issues.	3
Superficial comments about the presentation of issues.	2
Identifies an issue.	1
Does not engage with the question.	0
Subtotal	6
Justification and evidence used to support response	
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
Subtotal	3
Media terminology and language	
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
Subtotal	2
Total	11

Question 6

(11 marks)

Analyse the values presented.

Description	Marks
Values presented	
Analyses the values presented.	6
Discusses the values presented.	5
Explains the values presented.	4
Describes the values presented.	3
Superficial comments about values presented.	2
Identifies values.	1
Does not engage with the question.	0
Subtotal	6
Justification and evidence used to support response	
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
Subtotal	3
Media terminology and language	
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
Subtotal	2
Total	11

Section Two: Extended answer

70% (40 Marks)

Question 7

(20 marks)

Analyse how representations are constructed to challenge audience interpretations and values.

Description	Marks
Construction of representations	
Critically analyses how representations are constructed.	6
Analyses how representations are constructed.	5
Explains how representations are constructed.	4
Describes how representations are constructed.	3
Presents superficial comments about how representations are constructed.	2
Identifies limited aspects of representations.	1
Does not engage with this aspect of the question.	0
Subtotal	6
Challenge audience interpretations and values	
Critically analyses how audience interpretations and values are challenged.	6
Analyses how audience interpretations and values are challenged.	5
Explains how audience interpretations and values are challenged.	4
Describes how audience interpretations and values are challenged.	3
Presents superficial comments about audience interpretations and/or values.	2
Identifies limited aspects of audience interpretations and/or values.	1
Does not engage with this aspect of the question.	0
Subtotal	6
Evidence from media work	
Provides justification that includes detailed and relevant evidence to appropriate media work.	4
Provides justification through evidence to relevant media work.	3
Provides superficial evidence from media work.	2
Presents limited evidence to media work.	1
Inappropriate or no supporting evidence.	0
Subtotal	4
Media terminology and language	
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
Limited or superficial use of media terminology and language.	1
Inappropriate or no use of media terminology or language.	0
Subtotal	4
Total	20
Answers could include:	
Representation:	
<ul style="list-style-type: none"> • the process in which concepts or physical objects are constructed to appear 'real/natural' • people places and things • stereotypes and the naturalisation of these • challenging stereotypes/representations • specific cultures and negative/positive representations • them/us • binary oppositions • audience theory – Hypodermic Needle model, Uses and Gratifications and Reception Theory. • codes and conventions • text ratings between different countries e.g. MA15+ vs NC17etc. Comparisons between USA, UK, Australia etc. • selection, omission and emphasis. 	
Accept other relevant answers.	

Question 8

(20 marks)

Discuss how ideology influences interpretations of media work and apply media theories to show an understanding of audience responses.

Description	Marks
Influences of ideology	
Critically discusses how ideology influences interpretations.	6
Discusses how ideology influences interpretations.	5
Explains how ideology influences interpretations.	4
Describes how ideology influences interpretations.	3
Presents superficial comments about ideology and/or interpretations.	2
Identifies limited aspects about influences of ideology and/or interpretations.	1
Does not engage with this aspect of the question.	0
Subtotal	6
Media theories to show an understanding of audience response/s	
Critically discusses media theories to show an understanding of audience response/s.	6
Discusses media theories to show an understanding of audience response/s.	5
Explains media theories to show an understanding of audience response/s.	4
Describes media theories to show an understanding of audience response/s.	3
Presents superficial comments on audience response or media theories.	2
Identifies limited aspects of media theories to show an understanding of audience response/s.	1
Does not engage with this aspect of the question.	0
Subtotal	6
Evidence from media work	
Provides justification that includes detailed and relevant evidence to appropriate media work.	4
Provides justification through evidence to relevant media work.	3
Provides some evidence from media work.	2
Presents limited or superficial evidence to media work.	1
Inappropriate or no supporting evidence.	0
Subtotal	4
Media terminology and language	
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
Limited or superficial use of media terminology and language.	1
Inappropriate or no use of media terminology or language.	0
Subtotal	4
Total	20
<p>Answers could include:</p> <ul style="list-style-type: none"> gendered analysis, ideology of class, ethnicity, age, sex, history, nation, government, religion, environment ... application of media theory such as reception analysis cultural context and understanding, agenda setting, uses and gratifications dominant, negotiated or resistant responses to ideological positioning investigating responses to representations of war and conflict investigating interpretations of preferred meanings in documentaries how audiences accept or negotiate representations of groups, individuals & issues investigating interpretation and response to Australian and/or American (or international) news representations of cultural issues underpinned by ideology comparing two different responses to the same issue shaped by differing ideological stances/positions Michael Moore documentaries (dominant American ideology) deconstructing representations of gender in contemporary TV Shows through the lens of patriarchy and/or feminism 	

- interpretation and decoding of meaning in Australian National Cinema through a post-colonialist ideological lens
- consider representation of dominant ideologies from a historical context e.g. representation of women or race and consider how these texts were accepted/interpreted in the past and are rejected/interpreted today.

Accept other relevant answers.

Question 9

(20 marks)

Analyse how publicity and avenues for exhibition are used to appeal to an intended audience.

Description	Marks
Publicity and avenues for exhibition	
Critically analyses how publicity and avenues for exhibition are used.	6
Analyses how publicity and avenues for exhibition are used.	5
Explains how publicity and avenues for exhibition are used.	4
Describes how publicity and avenues for exhibition are used.	3
Presents superficial comments on publicity or exhibition	2
Identifies limited aspect of how publicity and avenues for exhibition are used	1
Does not engage with this aspect of the question.	0
Subtotal	6
Appeal to an intended audience	
Critically analyses the appeal to an intended audience.	6
Analyses the appeal to an intended audience.	5
Explains the appeal to an intended audience.	4
Describes the appeal to an intended audience.	3
Presents superficial comments on appeal or audience.	2
Identifies limited aspects of appeal or audience.	1
Does not engage with this aspect of the question.	0
Subtotal	6
Evidence from media work	
Provides justification that includes detailed and relevant evidence to appropriate media work.	4
Provides justification through evidence to relevant media work.	3
Provides some evidence from media work.	2
Presents limited or superficial evidence to media work.	1
Inappropriate or no supporting evidence.	0
Subtotal	4
Media terminology and language	
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
Limited or superficial use of media terminology and language.	1
Inappropriate or no use of media terminology or language.	0
Subtotal	4
Total	20
<p>Answers could include:</p> <ul style="list-style-type: none"> • how advertising changes to attract intended audiences • media trends used to target specific demographics • social media and its use in publicity and exhibition • product placement, context and modes of address • comparison of the impact of media platforms for desired effects • comparisons between the use of on-demand and scheduled services such as Netflix, Stan, Foxtel, and the commercial stations • consideration of the audience of these services • critical comparisons exploring the use of social media as an exhibition platform in distribution • influencers and their place in media exhibition and distribution • cinema vs at home viewing in the era of Covid • students could explore access issues, such as the geo-blocking of content and the rise of virtual private network • social media algorithms or streaming suggestions based on previous viewing • niche audiences • word of mouth recommendations. <p>Accept other relevant answers.</p>	

Question 10

(20 marks)

Analyse how persuasive techniques are manipulated to make social or political comment in media work.

Description	Marks
Persuasive techniques	
Critically analyses how persuasive techniques are manipulated.	6
Analyses how persuasive techniques are manipulated.	5
Explains how persuasive techniques are manipulated.	4
Describes how persuasive techniques are manipulated.	3
Presents superficial comments about persuasive techniques.	2
Identifies limited aspects of persuasive techniques.	1
Does not engage with this aspect of the question.	0
Subtotal	6
Social or political comment	
Critically analyses social or political comment.	6
Analyses social or political comment.	5
Explains social or political comment.	4
Describes social or political comment.	3
Presents superficial comments on social or political comment.	2
Identifies limited aspects of social or political comment.	1
Does not engage with this aspect of the question.	0
Subtotal	6
Evidence from media work	
Provides justification that includes detailed and relevant evidence to appropriate media work.	4
Provides justification through evidence to relevant media work.	3
Provides some evidence from media work.	2
Presents limited or superficial evidence to media work.	1
Inappropriate or no supporting evidence.	0
Subtotal	4
Media terminology and language	
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
Limited or superficial use of media terminology and language.	1
Inappropriate or no use of media terminology or language.	0
Subtotal	4
Total	20
<p>Answers could include:</p> <ul style="list-style-type: none"> propaganda and persuasion, pathos, appeal to emotions, conventions e.g. use of archival footage, re-enactments, experts, modes of documentary, codes and conventions, agenda setting persuasive techniques used in documentaries to make a point. use of found footage to corroborate a story and the use of hidden cameras/audio to make social or political comments in documentaries, current affairs programs and the news consider persuasive techniques such as, but not limited to, the appeal to emotions, the use of facts and archival footage in a text persuasive conventions in a text and consider how these are used to position an audience audience theories such as the hypodermic needle in looking at how the media injects ideas into an audience if looking at propaganda texts alternatively close analysis/application of reception theory could look at how texts meaning is constructed factual texts or mockumentaries use of patriotic war movies and video games as recruitment tools for military subscription to assist to perpetuate the western dominant capitalist ideology. <p>Accept other relevant answers.</p>	

Question 11

(20 marks)

Discuss the influence of context on the values and attitudes presented in media work.

Description	Marks
Influence of context	
Critically discusses the influence of context.	6
Discusses the influence of context.	5
Explains the influence of context.	4
Describes the influence of context.	3
Presents superficial comments about context.	2
Identifies limited aspect of the influence of context.	1
Does not engage with this aspect of the question.	0
Subtotal	6
Values and attitudes presented	
Critically discusses the values and attitudes presented in media work.	6
Discusses the values and attitudes presented in media work.	5
Explains the values and attitudes presented in media work.	4
Describes the values and attitudes presented in media work.	3
Presents superficial comments on values and attitudes.	2
Identifies limited aspects of values and attitudes.	1
Does not engage with this aspect of the question.	0
Subtotal	6
Evidence from media work	
Provides justification that includes detailed and relevant evidence to appropriate media work.	4
Provides justification through evidence to relevant media work.	3
Provides some evidence from media work.	2
Presents limited or superficial evidence to media work.	1
Inappropriate or no supporting evidence.	0
Subtotal	4
Media terminology and language	
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
Limited or superficial use of media terminology and language.	1
Inappropriate or no use of media terminology or language.	0
Subtotal	4
Total	20
<p>Answers could include:</p> <ul style="list-style-type: none"> • social context • political context • war time propaganda • influence of genre • film history and film movements • national Film Movements • historical impacts on media • historical, cultural and social trends • technological trends • changing media consumption and use • channels and modes of distribution • streaming and viewing contexts • changing values and attitudes based on context. <p>Note: Candidates can successfully answer this using either audience or production contexts. Accept other relevant answers.</p>	

Copyright

© School Curriculum and Standards Authority, 2022

This document – apart from any third party copyright material contained in it – may be freely copied, or communicated on an intranet, for non-commercial purposes in educational institutions, provided that it is not changed and that the School Curriculum and Standards Authority (the Authority) is acknowledged as the copyright owner, and that the Authority's moral rights are not infringed.

Copying or communication for any other purpose can be done only within the terms of the *Copyright Act 1968* or with prior written permission of the Authority. Copying or communication of any third party copyright material can be done only within the terms of the *Copyright Act 1968* or with permission of the copyright owners.

Any content in this document that has been derived from the Australian Curriculum may be used under the terms of the Creative Commons [Attribution 4.0 International \(CC BY\)](https://creativecommons.org/licenses/by/4.0/) licence.

An *Acknowledgements variation* document is available on the Authority website.

*Published by the School Curriculum and Standards Authority of Western Australia
303 Sevenoaks Street
CANNINGTON WA 6107*