



Western Australian Certificate of Education ATAR course examination, 2016

Question/Answer booklet

MEDIA PRODUCTION AND ANALYSIS

Please place your student identification label in this box

Student number: In figures

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In words

Time allowed for this paper

Reading time before commencing work: ten minutes

Working time: two and a half hours

Materials required/recommended for this paper

To be provided by the supervisor

This Question/Answer booklet

Source booklet

Number of additional
answer booklets used
(if applicable):

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 material. If you have any unauthorised material with you, hand it to the supervisor **before** reading any further.

Structure of the examination

The Media Production and Analysis ATAR course examination consists of a written component and a practical (production) component.

Structure of this paper

Section	Number of questions available	Number of questions to be answered	Suggested working time (minutes)	Marks available	Percentage of written examination
Section One Short answer	6	3	30	30	30
Section Two Extended answer	5	2	120	40	70
				Total	100

Instructions to candidates

1. The rules for the conduct of the Western Australian Certificate of Education ATAR course examinations are detailed in the *Year 12 Information Handbook 2016*. Sitting this examination implies that you agree to abide by these rules.
2. Write your answers in this Question/Answer booklet.
3. Answer the questions according to the following instructions.

Section One: There are six questions in this section. You are required to answer three questions.

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

Section Two: There are five questions in this section. You are required to answer two questions.

4. You must be careful to confine your answers to the specific questions asked and to follow any instructions that are specific to a particular question.
5. Additional working space pages at the end of this Question/Answer booklet are for planning or continuing an answer. If you use these pages, indicate at the original answer, the page number it is planned/continued on and write the question number being planned/continued on the additional working space page.
6. The Source booklet is not to be handed in with your Question/Answer booklet.

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

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

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.

Additional working space pages at the end of this Question/Answer booklet are for planning or continuing an answer. If you use these pages, indicate at the original answer, the page number it is planned/continued on and write the question number being planned/continued on the additional working space page.

Suggested working time: 30 minutes.

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

- | | | | |
|----|-----------------------------------|---|-------------|
| 1. | <i>New Internationalist</i> | } | print media |
| 2. | <i>Inception</i> | | |
| 3. | <i>O Brother, Where Art Thou?</i> | } | audiovisual |
| 4. | <i>Q&A</i> | | |
| 5. | <i>Twenty Feet From Stardom</i> | | |

MEDIA PRODUCTION AND ANALYSIS 4

Question 1 **(10 marks)**

Analyse how media work is a reflection of the time in which it is produced.

Question 2 **(10 marks)**

Discuss how an audience makes meaning of media work.

Question 3 **(10 marks)**

Discuss the use of persuasive techniques in media work.

Question 4 **(10 marks)**

Analyse how media work can be used to challenge representations.

Question 5 **(10 marks)**

Analyse the purpose of a media work.

Question 6 **(10 marks)**

Discuss how conventions can be used to appeal to an audience.

Section Two: Extended answer

70% (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 form to answer the questions. Extended answers include but are not limited to conventional essay format; answers can use lists and dot points 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.

Additional working space pages at the end of this Question/Answer booklet are for planning or continuing an answer. If you use these pages, indicate at the original answer, the page number it is planned/continued on and write the question number being planned/continued on the additional working space page.

Suggested working time: 120 minutes.

Question 7 **(20 marks)**

Explore the interrelationship between media and audience and how meaning is created.

Question 8 **(20 marks)**

Analyse how media work influences audiences to change their perception of a topic.

Question 9 **(20 marks)**

Evaluate the impact of media trends on the construction of aesthetics in media work.

Question 10 **(20 marks)**

Examine the effect that propaganda and agenda-setting have on media content.

Question 11 **(20 marks)**

Analyse how a producer uses media work for the purpose of personal expression.

End of questions

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