



## **MEDIA PRODUCTION AND ANALYSIS SAMPLE EXAMINATION**

Section 7 of the *New WACE Manual: General Information 2006–2009* outlines the policy on WACE examinations.

Further information about the WACE Examinations policy can be accessed from the Curriculum Council website at [http://newwace.curriculum.wa.edu.au/pages/about\\_wace\\_manual.asp](http://newwace.curriculum.wa.edu.au/pages/about_wace_manual.asp).

### **Please note:**

This sample examination was developed prior to changes to exam requirements and is presented only as a sample that could be useful in assisting teachers to develop tasks for school assessment. **Note:** There are changes to time suggestions for each section as per the refined Exam Design Brief. Please refer to correspondence from David Wood, Chief Executive Officer, Curriculum Council dated 4 April 2007 and the Exam Design Brief on the WACE website at [http://newwace.curriculum.wa.edu.au/docs/COS\\_docs/179238\\_1.doc](http://newwace.curriculum.wa.edu.au/docs/COS_docs/179238_1.doc) for accurate details of the exam structure for 2007.

For additional sample examination items, please refer to the Exam Item Bank at [http://newwace.curriculum.wa.edu.au/pages/courses/course\\_media\\_exam\\_item\\_bank.asp](http://newwace.curriculum.wa.edu.au/pages/courses/course_media_exam_item_bank.asp) for a collection of sample questions.

Fine tuning to the exam structure took place following consultation with teachers, measurement specialists and advice from the Assessment, Review and Moderation (ARM) panel.





Sample WACE Examination  
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

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***Time allowed for this paper***

Reading/planning time before commencing work: Ten minutes  
Working time for paper: Three hours

***Material required/recommended for this paper***

**To be provided by the supervisor**

This Question/Answer Booklet  
One spare, loose page for working/planning – not for submission.

**To be provided by the candidate**

Standard items: Pens, pencils, eraser or correction fluid, ruler, highlighter, printed English language dictionary and/or bilingual dictionary (non electronic and not a thesaurus)

***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 this paper***

Section	Outcomes	Suggested working time	Number of questions available	Number of questions to be attempted
<b>Section A</b>	3 and 4	45 mins	3	3
<b>Section B</b>	1	90 mins	3	3
<b>Section C</b>	3 and 4	45 mins	1	1

***Instructions to candidates***

1. The rules for the conduct of Curriculum Council examinations are detailed in the *Student Information Handbook*. Sitting this examination implies that you agree to abide by these rules.
2. Answer the questions according to the following instructions:  
**Sections A, B and C.** Answer **all** questions.
3. Write your answers in the spaces provided in this Question/Answer Booklet. A blue or black ballpoint or ink pen should be used.
4. 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. Where no specific instructions are given, you should feel free to use a range of formats to express your knowledge and understandings.
5. Spare answer pages may be found at the end of this booklet. If you need to use them, indicate in the original answer space where the answer is continued (i.e. give the page number).
6. A spare loose page has been provided to assist your working and planning. No material on the loose page will be marked, and this page is not to be submitted with this exam paper.

## Section A

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There are **THREE** questions in this section. You are required to answer **ALL** the questions.

Allow approximately 45 minutes for this section [32 marks].

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Question 1 refers to aspects of Media Language.

Question 2 refers to aspects of Audience.

Question 3 refers to aspects of Production.

Your response to each question is to be made in relation to one of the images below and **one** of the media works described below.

Image 1



(Conboy, 2005)

Image 2



(Mellon College of Science, n.d.)

**SEE NEXT PAGE**

You must choose ONE of the following examples only to answer any of the three options.

- This image is part of a film poster to promote a new Australian film
- OR**
- This image is part of the opening credit sequence for a new television program or film entitled *The School*
- OR**
- This image is part of a newspaper report or magazine article on the Australian education system

**Question 1**

**Discuss one of the following:**

- how the form of media will have an impact on the final product
- OR**
- how the codes and conventions used in the image position audiences to respond to the text in a particular way
- OR**
- how the representation of people serves the interests of particular groups

[8 marks].

Tick the box to indicate the form of text that you will discuss for all three questions:

- |  |                                  |
|--|----------------------------------|
| <input type="checkbox"/> POSTER                      | <input type="checkbox"/> TV/FILM |
| <input type="checkbox"/> NEWSPAPER                   | Alternative<br>media<br>form     |
| <input type="checkbox"/> REPORT/<br>MAGAZINE ARTICLE |                                  |
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**Question 3**

Explain how the text will be influenced by one of the following:

- institutional controls

**OR**

- production constraints

**OR**

- cultural contexts.

*[12 marks].*

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**SEE NEXT PAGE**

**Section B**

There are **THREE** questions in this section. You are required to answer **ALL** the questions.

Allow approximately 90 minutes for this section [33 marks].

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All three questions in this section which are based on the development of a script/design plan. All of your answers are to be made in reference to the same media form chosen from the following:

- television
- newspaper
- magazine
- radio
- website
- other (please specify) \_\_\_\_\_

Tick the box to show the media form you have selected. Your responses to questions 4, 5 and 6 will all relate to this form.

**Question 4**

Create a script/design plan to advertise or promote a television program entitled *The School* to target a specific audience for your selected media form. Use the layout provided.

**(a)** Outline the profile of your target audience. Consider:

- age, gender, socio-economic group, sub-cultural group/s
- cultural background, lifestyle, media experiences and preferences
- values, beliefs and attitudes.

[5 marks].

<b>Script/Design Plan</b>	
age, gender, socio-economic group, sub- cultural group/s	
cultural background	
lifestyle	
media experiences and preferences	
values, beliefs and attitudes	

**(b)** Discuss why you have chosen this form to promote the program, considering the:

- advantages and limitations of the form (e.g. technologies and audience use)
- audience preferences and expectations of the form. *[6 marks].*

<b>Script/Design Plan (continued)</b>	
Advantages	
Limitations	
Audience preferences and expectations	

**(c)** Provide a list of possible ideas and/or techniques to be used in your script/design plan. Justify their use. *[6 marks].*

Ideas and techniques	Justification



**(b)** From your synopsis/description, develop and present your storyboard, script or layout, for your advertisement / promotion using ONE of the formats on the next three pages, or a format of your own choice on blank pages provided. [10 marks]

**STORYBOARD - for your advertisement/promotion**

*Note: You will be judged on your ability to select appropriate codes and conventions rather than your drawing ability.*

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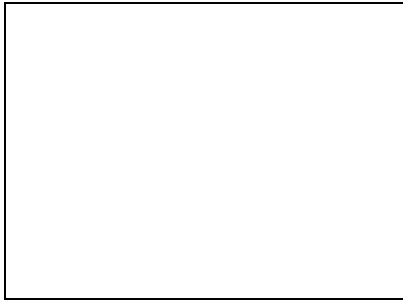
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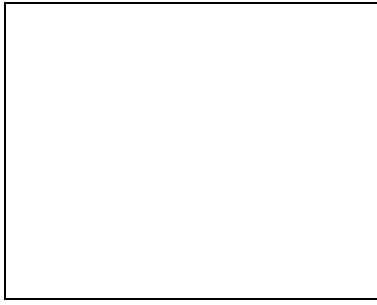




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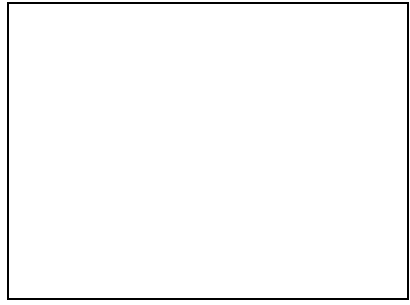
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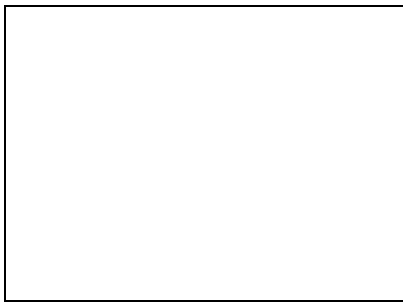
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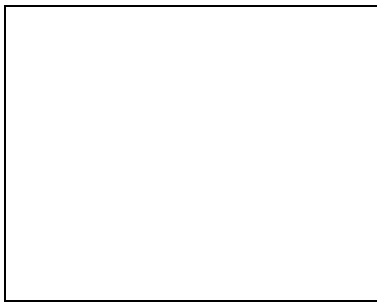
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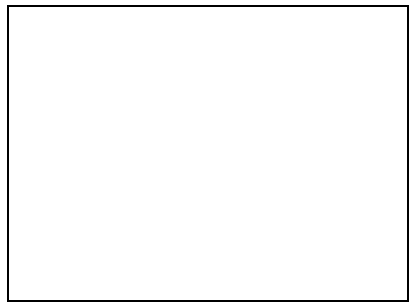
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WRITTEN SCRIPT

Shot number	Camera distance and angle	Shot description	Audio	Shot duration

**RADIO SCRIPT**

<b>Time</b>	<b>Running duration</b>	<b>Dialogue/announcement</b>	<b>Sound FX</b>

This page has been left blank for you to develop and present your storyboard, script or layout in a format of your own choice.

This page has been left blank for you to develop and present your storyboard, script or layout in a format of your own choice.

**Question 6**

Explain how the production context and particular constraints might influence the style and content of your advertisement/promotion.

[6 marks].

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## Section C

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There is only **ONE** question in this section. You should choose one of the options to answer Question 7.

Allow approximately 45 minutes for this section

[30 marks]

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### Question 7

(i) 'The media is the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent, and that is power. Because they control the minds of the masses.' (Malcolm X)

Discuss your agreement or disagreement with this statement referring to your understanding of the role of the audience in accepting and resisting media messages.

**OR**

(ii) With reference to at least one media text studied this year discuss your understanding of the following:

(a) How the text has attempted to be persuasive.

(b) How the text reinforced, challenged or contributed to the values and attitudes of the audience.

(c) How the historical and cultural context has influenced the production of the text.

**OR**

(iii) Discuss your understanding of the way that a specific culture exploits the use of various media to gain control and/or maintain power. Your answer should refer to your understanding of least two of the following:

(a) globalization

(b) cultural imperialism

(c) reporting world events

(d) propaganda and political censorship in different cultures

**OR**

(iv) The ABC's *Australian Story* has been described as "...a tapestry of the tales of our country's people, in all their diversity...a work of art and identity..."

With reference to at least one media text studied this year, discuss your understanding of media as an art form. Your answer should refer to some of the following;

(a) alternative and experimental media forms and styles such as photo-journalism,

(b) non-realist narratives,

(c) use of codes and conventions to create a specific effect,

(d) contemporary and traditional genre,

(e) alternative representations of issues and events.

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# ACKNOWLEDGEMENTS

## SECTION A

- Image 1:** Conboy, R. (2005). [Photograph of citizenship ceremony organised by Gawler High School students]. Retrieved November 11, 2006, from Civics and Citizenship Education website:  
[http://www.civicsandcitizenship.edu.au/verve/\\_resources/citizens2.JPG](http://www.civicsandcitizenship.edu.au/verve/_resources/citizens2.JPG).
- Image 2:** Mellon College of Science. (n.d.). [Image of students in science laboratory]. Retrieved November 15, 2006, from Carnegie Mellon website:  
<http://www.cmu.edu/mcs/images/photos/pgss2005-group.jpg>.

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