



Western Australian Certificate of Education Examination, 2010

Question Paper

MEDIA PRODUCTION AND ANALYSIS

Stage 2

Time allowed for this paper

Reading time before commencing work: ten minutes
Working time for paper: two hours and thirty minutes

Materials required/recommended for this paper

To be provided by the supervisor

This Question Paper
Standard Answer Book
Source Booklet

To be provided by the candidate

Standard items: pens, pencils, eraser, correction fluid/tape, 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 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 the examination

The Media Production and Analysis examination comprises a written examination worth 50 per cent of the total examination score and a practical (production submission) worth 50 per cent of the total examination score.

Structure of this paper

Section	Number of questions available	Number of questions to be answered	Suggested working time (minutes)	Marks available	Percentage of total exam
Section One: Short answer	6	3	60	30	15
Section Two: Extended answer	5	2	90	70	35
Total					50

Instructions to candidates

1. The rules for the conduct of Western Australian external examinations are detailed in the *Year 12 Information Handbook 2010*. Sitting this examination implies that you agree to abide by these rules.
2. Write your answers in the Standard Answer Book.
3. Answer the questions according to the following instructions.

Section One: This section requires you to use short answer forms to answer the questions. Short answer forms may include, but are not limited to, lists, summaries, sketches, diagrams, tables and graphic organisers or headings with sub-points to help you to communicate your ideas in a concise manner.

The questions in this section focus on the previewed stimulus material provided to candidates via schools prior to the examination.

Excerpts and stills from the stimulus material for this section are provided in the Source Booklet.

Section Two: This section requires you to use extended answer form to answer the questions. Extended answer forms may include, but are not limited to, a conventional essay format. Sketches or diagrams may be included if they are appropriate to your answer.

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See next page

Section One: Short answer

15% (30 Marks)

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

This section requires you to use short answer forms to answer the questions. Short answer forms may include, but are not limited to, lists, summaries, sketches, diagrams, tables and graphic organisers or headings with sub-points to help you to communicate your ideas in a concise manner.

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

- | | | |
|---|---|--------------|
| <ol style="list-style-type: none"> 1. Facebook rules for kids 2. LIFE Photos 3. The Sunday Times | } | printed |
| <ol style="list-style-type: none"> 4. John Butler 5. Metallica 6. Gossip Girl 7. Hungry Beast | } | audio-visual |

Excerpts and stills from the stimulus texts are provided in the Source Booklet.

Justify your choices with evidence from at least one of the stimulus texts, referring to specific examples and using media terminology.

In your answers, you may use the same text more than once.

Suggested working time: 60 minutes. Allow approximately 20 minutes for **each** question.

Question 1

(10 marks)

Discuss how a point of view is constructed in at least **one** of the stimulus texts.

You need to include the following:

- how narrative conventions are used
- preferred meaning or alternative reading of the text/s.

Question 2

(10 marks)

Analyse how the form of a media text engages the audience in at least **one** of the stimulus texts.

You will need to include the following:

- the characteristics of the media form
- how and why this form appeals to the audience.

Question 3**(10 marks)**

Discuss how an issue is represented in at least **one** of the stimulus texts.
You will need to include the following:

- the use of stereotypes
- the representation of individuals, stars, celebrities or cult figures.

Question 4**(10 marks)**

Discuss the importance of privacy and accuracy in at least **one** of the stimulus texts.

You will need to include the following:

- the significance of ethics and codes of behaviour
- the impact of bias or the audience's values.

Question 5**(10 marks)**

Analyse the representation of a subcultural group in at least **one** of the stimulus texts.

You will need to include the following:

- how codes and conventions are used to construct a representation of the subcultural group
- how context influences an audience's reading.

Question 6**(10 marks)**

Discuss how the audience's expectations are met in at least **one** of the stimulus texts.

You will need to include the following:

- the use of narrative conventions or techniques to position the audience
- the significance of form in shaping audience expectations.

End of Section One

See next page

Section Two: Extended answer**35% (70 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 answer forms may include, but are not limited to, a conventional essay format. Sketches or diagrams may be included if they are appropriate to your answer.

Justify your choices with evidence from any media text/s you have studied and other relevant information, referring to specific examples and using media terminology.

Suggested working time: 90 minutes. Allow approximately 45 minutes for **each** question.

Question 7**(35 marks)**

Discuss how a social issue has been represented in the media.

You will need to discuss the following:

- the selection process in representing the social issue.
- the use of stereotypes.

Question 8**(35 marks)**

Analyse the influence of emerging technology in the production of media texts.

You will need to discuss the following:

- how technology has impacted on form and content.
- changes in the way audiences use media texts.

Question 9**(35 marks)**

Discuss the influence of marketing or promotion on the success of a production or celebrity.

You will need to discuss the following:

- use of narrative, codes and conventions in the marketing or promotion.
- role of the audience in the creation and consumption of the material.

Question 10**(35 marks)**

Discuss why small budgets do not necessarily mean small profits.

You will need to explain the following:

- how production constraints and problem solving can lead to success.
- the influence of commercial, non-commercial or independent media.

Question 11**(35 marks)**

Discuss how the representation of a subculture has changed over time.

You will need to discuss the following:

- the omission and emphasis of the representation in the media over time.
- different interpretations and judgments based on the audience's values and context.

End of questions

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