



Western Australian Certificate of Education Examination, 2010

Question Paper

MEDIA PRODUCTION AND ANALYSIS

Stage 3

Time allowed for this paper

Reading/planning 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:

- | | | | |
|----|----------------------------|---|--------------|
| 1. | The Weekend Australian | } | printed |
| 2. | Tim Burton movie posters | | |
| 3. | Frontline: Dreams of Obama | } | audio-visual |
| 4. | Fahrenheit 451 | | |
| 5. | Mad Men | | |
| 6. | Harvie Krumpet | | |
| 7. | 7:30 Report | | |

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

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 the construction of a representation within at least **one** of the stimulus texts.

You will need to include the following:

- the use of narrative devices, codes and conventions
- preferred and alternative readings of the representation
- the significance of values, attitudes and ideology.

Question 2

(10 marks)

In at least **one** of the stimulus texts, discuss the factors that influence an audience's understanding.

You will need to include the following:

- the cultural context of the audience
- values, attitudes and ideologies of the audience
- social trends.

Question 3**(10 marks)**

In at least **one** of the stimulus texts, discuss the benefits of alternative and experimental media form or style.

You will need to include the following:

- the differences between alternative/experimental and mainstream media forms/styles
- the significance of publicity, avenues for exhibition and transmission
- artistic benefits.

Question 4

Discuss the relationship between media works and audiences in at least **one** of the stimulus texts.

You will need to include the following:

- the role of values, attitudes and ideologies in creating meaning
- how media works reinforce or challenge audience values.

Question 5**(10 marks)**

Discuss the reasons for alternative or resistant readings of at least **one** of the stimulus texts.

You will need to include the following:

- the significance of the production context
- the role of the viewer in constructing meaning.

Question 6**(10 marks)**

Discuss the portrayal of minority groups in at least **one** of the stimulus texts.

You will need to include the following:

- how representations are constructed within the text/s
- what is selected and omitted in the portrayal of minority groups.

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 the influence of cultural context on the aesthetic qualities of texts you have studied.

Question 8**(35 marks)**

Discuss the impact of regulation and political censorship on the content of reporting in the media.

Question 9**(35 marks)**

Discuss cultural and political factors that influence the production of Australian media texts.

Question 10**(35 marks)**

Discuss how technological advances have altered the production, accessibility and consumption of independent media texts.

Question 11**(35 marks)**

Discuss the representation of gender in different social and historical contexts.

End of questions

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OSBORNE PARK WA 6017