



## Western Australian Certificate of Education Examination, 2012

### Question Paper

# MEDIA PRODUCTION AND ANALYSIS

## Stage 3

### Time allowed for this paper

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

### 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 (blue/black preferred), pencils (including coloured), sharpener,  
correction tape/fluid, 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 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	45	30	15
Section Two: Extended answer	5	2	105	70	35
<b>Total</b>					50

## Instructions to candidates

1. The rules for the conduct of Western Australian external examinations are detailed in the *Year 12 Information Handbook 2012*. 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: There are **six (6)** questions in this section. You are required to answer **three (3)** questions.

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: There are **five (5)** questions in this section. You are required to answer **two (2)** questions.

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.
5. Spare pages are included at the end of this booklet. They can be used for planning your responses and/or as additional space if required to continue an answer.
  - Planning: If you use the spare pages for planning, indicate this clearly at the top of the page.
  - Continuing an answer: If you need to use the space to continue an answer, indicate in the original answer space where the answer is continued, i.e. give the page number. Fill in the number of the question that you are continuing to answer at the top of the page.
6. The Source Booklet is **not** handed in with your Standard Answer Book.

**See next page**

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**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 answers could include headings and subheadings; highlighting of relevant key points; lists and dot points; diagrams and sketches 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 (1)** of the stimulus materials provided to candidates via schools prior to the examination. The stimulus materials are:

- |    |  |               |
|----|--|---------------|
| 1. | <i>Kony 2012</i>   | online media  |
| 2. | Salgado photographs                                      | photography   |
| 3. | <i>The Black Balloon</i>                                 | } audiovisual |
| 4. | <i>Mars Attacks!</i>                                     |               |
| 5. | <i>The Lost Thing</i>                                    |               |
| 6. | <i>The Cove</i>  |               |
| 7. | <i>The Lord of the Rings: The Fellowship of the Ring</i> |               |

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

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

Suggested working time: 45 minutes.

**Question 1**

**(10 marks)**

Explain the impact of personal expression. You must address:

- distinctive stylistic elements
- selection processes.

**Question 2**

**(10 marks)**

Discuss how values are represented. You must address:

- the use of stereotypes
- possible resistant or alternative readings.

**Question 3**

**(10 marks)**

Explain how audience interest is maintained. You must address:

- how the plot is manipulated to maintain audience interest
- other elements that maintain interest.

**Question 4****(10 marks)**

Discuss how setting is used to establish the narrative. You must address:

- choice of time and place
- how key themes are constructed.

**Question 5****(10 marks)**

Discuss the use of lighting and colour. You must address:

- how lighting and colour are used symbolically
- how mood is created.

**Question 6****(10 marks)**

Discuss the representation of contemporary issues. You must address:

- the representation of specific issues
- how the audience is positioned to respond.

**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 forms to answer the questions. Extended answers include but are not limited to conventional essay format. Diagrams, sketches and lists may be included 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 and using media terminology.

Suggested working time: 105 minutes.

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**Question 7****(35 marks)**

How do cultural contexts and audiences work together to make meaning?

**Question 8****(35 marks)**

Discuss the impact of current media trends on society and the controls and constraints placed on the producers of your chosen media work.

**Question 9****(35 marks)**

Explain how the representation of an issue can reinforce or challenge audience perceptions.

**Question 10****(35 marks)**

What is media art and how are contemporary audiences able to interpret it?

**Question 11****(35 marks)**

Discuss how selection processes can affect the representation of values in media work.

**End of questions**

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