



Western Australian Certificate of Education Examination, 2013

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 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 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 WACE Media Production and Analysis Stage 3 examination consists of a written component worth 50 per cent of the total examination score and a practical (production) component 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	44	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 2013*. 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. The Source Booklet is **not** handed in with your Standard Answer Book.

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>YouTube Channels</i> | online media |
| 2. | <i>Sunday Times: Radio Prank Fallout</i> | print |
| 3. | <i>Spirited Away</i> | } audiovisual |
| 4. | <i>Mrs Carey's Concert</i> | |
| 5. | <i>The Slap</i> | |
| 6. | <i>Manhattan</i> | |
| 7. | <i>Cloverfield</i> | |

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.

Suggested working time: 45 minutes.

Question 1 **(10 marks)**

Analyse how artistic style is used to appeal to audiences.

Question 2 **(10 marks)**

Analyse how point of view is constructed.

Question 3 **(10 marks)**

Discuss how media work is used to represent a cultural context.

Question 4 **(10 marks)**

Discuss how montage is used to advance narrative.

Question 5 **(10 marks)**

Discuss the impact of ethics on the production of a media work.

Question 6 **(10 marks)**

Analyse how a media work appeals to an Australian audience.

End of Section One

See next page

Section Two: Extended answer**35% (44 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, using relevant media terminology and/or appropriate media language.

Suggested working time: 105 minutes.

Question 7 (22 marks)

Analyse the impact of funding on commercial or non-commercial media work.

Question 8 (22 marks)

Discuss how audiences interpret media work. Refer to communication theory in your response.

Question 9 (22 marks)

Evaluate the importance of alternative or experimental media to the development of a cultural identity.

Question 10 (22 marks)

Analyse the impact of new technologies on the production and consumption of independent media work.

Question 11 (22 marks)

Discuss the impact of editorial control on the representation of an issue in the media.

End of questions

This page has been left blank intentionally

This page has been left blank intentionally

This page has been left blank intentionally

This document – apart from any third party copyright material contained in it – may be freely copied, or communicated on an intranet, for non-commercial purposes in educational institutions, provided that it is not changed and that the School Curriculum and Standards Authority is acknowledged as the copyright owner, and that the Authority's moral rights are not infringed.

Copying or communication for any other purpose can be done only within the terms of the *Copyright Act 1968* or with prior written permission of the School Curriculum and Standards Authority. Copying or communication of any third party copyright material can be done only within the terms of the *Copyright Act 1968* or with permission of the copyright owners.

Any content in this document that has been derived from the Australian Curriculum may be used under the terms of the [Creative Commons Attribution-NonCommercial 3.0 Australia licence](#).

*Published by the School Curriculum and Standards Authority of Western Australia
27 Walters Drive
OSBORNE PARK WA 6017*