



MEDIA PRODUCTION AND ANALYSIS

ATAR course examination 2017

Marking Key

Marking keys are an explicit statement about what the examining panel expect of candidates when they respond to particular examination items. They help ensure a consistent interpretation of the criteria that guide the awarding of marks.

Section One: Short answer

30% (30 Marks)

Question 1

(10 marks)

Discuss the impact of media trends.

Description	Marks
Discuss the impact of media trends	6
Accurately discusses the impact of media trends	6
Discusses the impact of media trends	5
Explains the impact of media trends	4
Describes generally the impact of media trends	3
Identifies the impact of media trends	2
Superficial comments about media trends	1
Does not engage with the question	0
Justification and evidence from stimulus to support response	2
Provides detailed justification and evidence from stimulus to support response	2
Provides general justification from stimulus to support response	1
Offers no justification or inappropriate evidence	0
Media terminology and language	2
Consistently uses appropriate media terminology and language	2
General use of media terminology and language	1
No use of media terminology or language	0
Total	10

Question 2

(10 marks)

Analyse how the context of an audience can affect the interpretation of a media work.

Description	Marks
Analyse how the context of an audience can affect the interpretation of a media work	6
Accurately analyses how the context of an audience can affect the interpretation of a media work	6
Discusses how the context of an audience can affect the interpretation of a media work	5
Explains how the context of an audience can affect the interpretation of a media work	4
Describes generally how the context of an audience can affect the interpretation of a media work	3
Identifies some aspects of the context of audience	2
Superficial comments about audience	1
Does not engage with the question	0
Justification and evidence from stimulus to support response	2
Provides detailed justification and evidence from stimulus to support response	2
Provides general justification from stimulus to support response	1
Offers no justification or inappropriate evidence	0
Media terminology and language	2
Consistently uses appropriate media terminology and language	2
General use of media terminology and language	1
No use of media terminology or language	0
Total	10

Question 3

(10 marks)

Analyse how point of view is constructed.

Description	Marks
Analyse how point of view is constructed	6
Accurately analyses how point of view is constructed	6
Discusses how point of view is constructed	5
Explains how point of view is constructed	4
Describes generally how point of view is constructed	3
Identifies some aspects of point of view construction	2
Superficial comments about point of view	1
Does not engage with the question	0
Justification and evidence from stimulus to support response	2
Provides detailed justification and evidence from stimulus to support response	2
Provides general justification to support response	1
Offers no justification or inappropriate evidence	0
Media terminology and language	2
Consistently uses appropriate media terminology and language	2
General use of media terminology and language	1
No use of media terminology or language	0
Total	10

Question 4

(10 marks)

Analyse how producers work within constraints.

Description	Marks
Analyse how producers work within constraints	6
Accurately analyses how producers work within constraints	6
Discusses how producers work within constraints	5
Explains how producers work within constraints	4
Describes generally how producers work within constraints	3
Identifies some production constraints	2
Superficial comments about production constraints	1
Does not engage with the question	0
Justification and evidence from stimulus to support response	2
Provides detailed justification and evidence from stimulus to support response	2
Provides general justification from stimulus to support response	1
Offers no justification or inappropriate evidence	0
Media terminology and language	2
Consistently uses appropriate media terminology and language	2
General use of media terminology and language	1
No use of media terminology or language	0
Total	10

Question 5

(10 marks)

Discuss how codes are used to challenge an audience.

Description	Marks
Discuss how codes are used to challenge an audience	6
Accurately discusses how codes are used to challenge an audience	6
Discusses how codes are used to challenge an audience	5
Explains how codes are used to challenge an audience	4
Describes generally how codes are used to challenge an audience	3
Identifies some aspects of how codes are used	2
Superficial comments about codes	1
Does not engage with the question	0
Justification and evidence from stimulus to support response	2
Provides detailed justification and evidence from stimulus to support response	2
Provides general justification from stimulus to support response	1
Offers no justification or inappropriate evidence	0
Media terminology and language	2
Consistently uses appropriate media terminology and language	2
General use of media terminology and language	1
No use of media terminology or language	0
Total	10

Question 6

(10 marks)

Discuss the representation of values.

Description	Marks
Discuss the representation of values	6
Accurately discusses the representation of values	6
Discusses the representation of values	5
Explains the representation of values	4
Describes generally the representation of values	3
Identifies some values	2
Superficial comments about values	1
Does not engage with the question	0
Justification and evidence from stimulus to support response	2
Provides detailed justification and evidence from stimulus to support response	2
Provides general justification from stimulus to support response	1
Offers no justification or inappropriate evidence	0
Media terminology and language	2
Consistently uses appropriate media terminology and language	2
General use of media terminology and language	1
No use of media terminology or language	0
Total	10

Section Two: Extended answer

70% (40 Marks)

Question 7

(20 marks)

Evaluate the role of independent media in offering cultural benefits to intended audiences.

Description		Marks
Role of independent media	Critically evaluates the role of independent media	6
	Analyses the role of independent media	5
	Explains the role of independent media	4
	Describes the role of independent media	3
	Identifies some aspects of independent media	2
	Presents superficial comments on independent media	1
	Does not engage with this aspect of the question	0
Cultural benefits to intended audiences	Critically evaluates the cultural benefits to intended audiences	6
	Analyses the cultural benefits to intended audiences	5
	Explains the cultural benefits to intended audiences	4
	Describes the cultural benefits to intended audiences	3
	Identifies some aspects of intended audiences	2
	Presents superficial comments on audiences	1
	Does not engage with this aspect of the question	0
Evidence from media work	Provides justification that includes detailed and relevant references to appropriate media work	4
	Provides justification through relevant reference to appropriate media work	3
	Provides some evidence from media work	2
	Provides superficial references to media work	1
	Inappropriate or no supporting evidence	0
Media terminology and language	Sophisticated and relevant use of media terminology and language	4
	Frequent use of relevant media terminology and language	3
	Some use of relevant of media terminology and language	2
	Superficial use of media terminology and language	1
	No use of media terminology or language	0
Total		20

Possible content

- cultural benefits of media, scope for innovation and experimentation working within independent media
- media as cultural items to stimulate debate, exploration of complex topics and social issues off-limits for commercial media
- connotations of independent media as ‘rebellious’ and ‘rule-breaking’
- fewer controls and constraints on media production and content
- smaller production teams, restricted budgets
- less regulation e.g. internet/web-based media
- historical context of independent media, development of ideological and philosophical positions e.g postmodern media styles and genres
- cultural contexts that contribute to audience values and interpretation of media work
- media aesthetics in different times e.g. film noir and neo-noir
- draw on past movements or traditions to enhance aesthetic quality e.g. surrealism and expressionism
- innovation with subject-matter, offers alternative points of view
- techniques, codes and conventions used to challenge audience expectations
- invention, revitalisation and/or subversion of conventional formats, styles and genres
- intellectual and emotional engagement with aesthetics and narrative (aesthetic value)
- blurring of boundaries, increased co-financing between independents and majors

- addresses content to subcultural and niche audiences, subvert and challenge expectations
- challenges dominance whether in narrative, ideologies or themes
- socially, politically and aesthetically progressive media practice and/or content
- culturally diverse representations and content
- global interconnectedness, narratives and themes which have universal appeal
- globalisation, new media and global audiences
- alternative use of conventions that work in opposition to that of mainstream media
- experimental media that rebel against established ideologies and values
- independent media producers that provide alternative representations
- informal or non-professional journalism e.g. citizen journalism, Arab spring
- online sharing sites distribute own media content to global audiences
- how independent media producers operate within the dominance of mainstream media institutions
- impact of media trends in media use e.g. accept or reject media trends – preference for in-camera effects over CGI.

Question 8

(20 marks)

Analyse how an auteur applies codes and conventions to create media art.

Description		Marks
How an auteur applies codes and conventions	Critically analyses how an auteur applies codes and conventions	6
	Analyses how an auteur applies codes and conventions	5
	Explains how an auteur applies codes and conventions	4
	Describes how an auteur applies codes and conventions	3
	Identifies some aspects of an auteur	2
	Presents superficial comments on an auteur	1
	Does not engage with this aspect of the question	0
Creation of media art	Critically analyses the creation of media art	6
	Analyses the creation of media art	5
	Explains the creation of media art	4
	Describes the creation of media art	3
	Identifies some aspects of media art	2
	Presents superficial comments on media art	1
	Does not engage with this aspect of the question	0
Evidence from media work	Provides justification that includes detailed and relevant references to appropriate media work	4
	Provides justification through relevant reference to appropriate media work	3
	Provides some evidence from media work	2
	Provides superficial references to media work	1
	Inappropriate or no supporting evidence	0
Media terminology and language	Sophisticated and relevant use of media terminology and language	4
	Frequent use of relevant media terminology and language	3
	Some use of relevant of media terminology and language	2
	Superficial use of media terminology and language	1
	No use of media terminology or language	0
Total		20

Possible content

- auteur figures and personal expression
- art movements and cultural influences on media
- thematic concerns and values of an auteur figure
- how they can oppose or challenge conventions – anti-mainstream
- aesthetics of montage, movement, time, space
- examination of an issue or topic across a body of work
- exploration of media art within a specified cultural context e.g. french new wave
- explanation of characteristics of media art and how this is evidenced in auteur figures work, how work is interpreted as art
- development of auteur persona within or across a range of media e.g. directors who commence in music video and progress to film, or television genres to film, or start as independent and move to commercial forms
- exploration of production technologies or personnel auteur figure works with to create art
- experimentation utilised in production process with particular or available technologies
- exhibition and reception of media art products for audiences e.g. reception changes content
- constructs a unique aesthetic or explores possibilities of narrative/genre/style e.g. films bear the marks of a distinctive visual style
- exploration of a pattern of representation over time e.g. representation of social or cultural groups
- experimentation with archetypes

- experimentation with genres e.g. employing animation to depict non-fiction sequences in documentary film
- formal and informal censorship that impacts media content and how this impacts style.

Question 9

(20 marks)

Discuss how narrative structure is manipulated to meet the expectations of a niche audience.

Description		Marks
How narrative structure is manipulated	Critically discusses how narrative structure is manipulated	6
	Discusses how narrative structure is manipulated	5
	Explains how narrative structure is manipulated	4
	Describes how narrative structure is manipulated	3
	Identifies some aspects of narrative structure	2
	Presents superficial comments about narrative structure	1
	Does not engage with this aspect of the question	0
Expectations of a niche audience	Critically discusses how the expectations of a niche audience are met	6
	Discusses how the expectations of a niche audience are met	5
	Explains how the expectations of a niche audience are met	4
	Describes how the expectations of a niche audience are met	3
	Identifies some aspects of a niche audience	2
	Presents superficial comments about a niche audience	1
	Does not engage with this aspect of the question	0
Evidence from media work	Provides justification that includes detailed and relevant references to appropriate media work	4
	Provides justification through relevant reference to appropriate media work	3
	Provides some evidence from media work	2
	Provides superficial references to media work	1
	Inappropriate or no supporting evidence	0
Media terminology and language	Sophisticated and relevant use of media terminology and language	4
	Frequent use of relevant media terminology and language	3
	Some use of relevant of media terminology and language	2
	Superficial use of media terminology and language	1
	No use of media terminology or language	0
Total		20

Possible content

- interpretations of niche audience
- techniques, codes and conventions used to construct narrative and to appeal to audience expectations
- intriguing narratives, deeper themes, characters emblematic of social groups
- distinction between plot and story, devices used to help audiences understand narrative
- multiple plots, multiple viewpoints, manipulation of narrative structure, chronological order
- engagement in social or political commentary through counter or anti-hegemonic representations of values and ideologies
- historical development of a style or genre in response to niche audience
- techniques that challenge conventional approaches e.g. use of animation in documentary as a substitution for re-enactments
- profiling of niche audience, expectations and values
- niche audience engagement, interpretation and response to narrative
- niche audiences' expectation of media aesthetics
- aesthetic constructs from movements, traditions, formats, styles or genres
- cultural contexts that influence narratives and representations
- changing audience expectations and values e.g. pastiche, hybridity of styles and genres
- how values and ideology influence the interpretation of media work, applying specific media theories to understand audience responses
- values associated with 'taste' and 'prestige' in the production and content of media work.

Question 10

(20 marks)

Evaluate the use of stereotypes to support or challenge audience values and attitudes.

Description		Marks
The use of stereotypes	Critically evaluates the use of stereotypes	6
	Analyses the use of stereotypes	5
	Explains the use of stereotypes	4
	Describes the use of stereotypes	3
	Identifies some aspects of stereotypes	2
	Presents superficial comments on stereotypes	1
	Does not engage with this aspect of the question	0
Audience values and attitudes	Critically evaluates how audience values and attitudes are supported or challenged	6
	Analyses how audience values and attitudes are supported or challenged	5
	Explains how audience values and attitudes are supported or challenged	4
	Describes how audience values and attitudes are supported or challenged	3
	Identifies some values and/or attitudes	2
	Presents superficial comments on values and/or attitudes	1
	Does not engage with this aspect of the question	0
Evidence from media work	Provides justification that includes detailed and relevant references to appropriate media work	4
	Provides justification through relevant reference to appropriate media work	3
	Provides some evidence from media work	2
	Provides superficial references to media work	1
	Inappropriate or no supporting evidence	0
Media terminology and language	Sophisticated and relevant use of media terminology and language	4
	Frequent use of relevant media terminology and language	3
	Some use of relevant of media terminology and language	2
	Superficial use of media terminology and language	1
	No use of media terminology or language	0
Total		20

Possible content

- selection processes used to construct stereotypes
- how a subculture is defined against mainstream culture
- how aesthetics challenge representations
- manipulating selection, emphasis and omission to construct point of view
- persuasive techniques, codes and conventions
- cultural representations and values
- new or emerging patterns of representation that lead to stereotypes
- dangers in naturalisation of stereotypes e.g. asylum seekers, cultural representations, gender or race stereotypes
- how stereotypes are a product of hegemonic practices and naturalisation of ideologies
- moral panics represented through stereotypes e.g. video-games lead to violence and codes of conduct
- impact of editorial control, censorship, bias, pressures on media content
- relationship between values presented in media and that of audiences
- processes of representation including realism and mediation
- how audiences interpret and respond to stereotypes using specific media theories
- propaganda and agenda setting

Question 10 (continued)

- stereotypes produced in response to social and cultural trends, historical events
- how positive stereotyping in a culture can lead to the negative stereotyping of groups that are 'othered' or marginalised within society
- particular media formats, styles or genres that reject stereotypes and offer alternative representations
- how interpretations can be understood by using appropriate media theories e.g. alternative or resistant readings to the production of stereotypes
- how media, contexts and audiences work together to make meaning.

Question 11

(20 marks)

Discuss how commercial and non-commercial media are constructed to make comment on society.

	Description	Marks
How commercial and non-commercial media are constructed	Critically discusses how commercial and non-commercial media are constructed	6
	Discusses how commercial and non-commercial media are constructed	5
	Explains how commercial and non-commercial media are constructed	4
	Describes how commercial and/or non-commercial media are constructed	3
	Identifies some aspects of commercial and/or non-commercial media	2
	Presents superficial comments on commercial and/or non-commercial media	1
	Does not engage with this aspect of the question	0
Comment made on society by media	Critically discusses the comment made on society by media	6
	Discusses the comment made on society by media	5
	Explains the comment made on society by media	4
	Describes the comment made on society by media	3
	Identifies some aspects of a comment made on society by media	2
	Presents superficial comments on a comment made on society by media	1
	Does not engage with this aspect of the question	0
Evidence from media work	Provides justification that includes detailed and relevant references to appropriate media work	4
	Provides justification through relevant reference to appropriate media work	3
	Provides some evidence from media work	2
	Provides superficial references to media work	1
	Inappropriate or no supporting evidence	0
Media terminology and language	Sophisticated and relevant use of media terminology and language	4
	Frequent use of relevant media terminology and language	3
	Some use of relevant of media terminology and language	2
	Superficial use of media terminology and language	1
	No use of media terminology or language	0
Total		20

Possible content

- an examination of a topic or issue that is socially or politically contentious or salience of a topic/issue
- social and/or political comment
- selection processes
- comparing representations and dangers in naturalisation
- suitability of particular media for purposes of social or politically commentary
- selection processes to construct a point of view, perception of a topic or issue
- ownership, regulation, institutional structures or ethos that influence representations
- comparison of the characteristics of commercial and non-commercial media
- intended and/or target audiences' expectations and values

Question 11 (continued)

- fourth estate ideology, a construct assigned to reportage style media
- comparison between traditional and new media forms/styles/genres
- power of traditional or investigative media to influence audiences and change attitudes and perceptions
- comparison of the same issue in different media to encourage a particular response
- comparing representations in media work and how this brings about different outcomes
- propaganda and agenda-setting
- influences on commercial and non-commercial media
- pressures on the presentation of issues, including editorial control, funding, distribution
- impact of funding and distribution e.g. crowd-funding to bring attention to an issue - documentary or independent film
- digital revolution challenges traditional ways of viewing and new devices invented for media exhibition
- manipulation of media form and genre e.g. hybridisation of media
- media industry issues.

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