



# **MEDIA PRODUCTION AND ANALYSIS**

## **ATAR course examination 2019**

### **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% (33 Marks)

Question 1

(11 marks)

Analyse how media construct perceptions of an issue.

Description	Marks
<b>Analyse how media construct perceptions of an issue</b>	<b>6</b>
Accurately analyses how media construct perceptions of an issue	6
Analyses how media construct perceptions of an issue	5
Explains how media construct perceptions of an issue	4
Describes generally how media construct perceptions of an issue	3
Identifies how media construct perceptions of an issue	2
Superficial comments about how media construct perceptions of an issue	1
Does not engage with the question	0
<b>Justification and evidence used to support response</b>	<b>3</b>
Provides detailed justification through reference to appropriate media work	3
Provides evidence from media work	2
Provides superficial references to media work	1
Inappropriate or no supporting evidence	0
<b>Media terminology and language</b>	<b>2</b>
Consistent use of appropriate media terminology and language	2
General use of media terminology and language	1
No use of media terminology or language	0
<b>Total</b>	<b>11</b>

Question 2

(11 marks)

Analyse how an ideology has been reinforced.

Description	Marks
<b>Analyse how an ideology has been reinforced</b>	<b>6</b>
Accurately analyses how an ideology has been reinforced	6
Analyses how an ideology has been reinforced	5
Explains how an ideology has been reinforced	4
Describes generally how an ideology has been reinforced	3
Identifies how an ideology has been reinforced	2
Superficial comments on how an ideology has been reinforced	1
Does not engage with the question	0
<b>Justification and evidence used to support response</b>	<b>3</b>
Provides detailed justification through reference to appropriate media work	3
Provides evidence from media work	2
Provides superficial references to media work	1
Inappropriate or no supporting evidence	0
<b>Media terminology and language</b>	<b>2</b>
Consistent use of appropriate media terminology and language	2
General use of media terminology and language	1
No use of media terminology or language	0
<b>Total</b>	<b>11</b>

## Question 3

(11 marks)

Analyse how media work challenges audience values.

Description	Marks
<b>Analyse how media work challenges audience values</b>	<b>6</b>
Accurately analyses how media work challenges audience values	6
Analyses how media work challenges audience values	5
Explains how media work challenges audience values	4
Describes generally how media work challenges audience values	3
Identifies how media work challenges audience values	2
Superficial comments about how media work challenges audience values	1
Does not engage with the question	0
<b>Justification and evidence used to support response</b>	<b>3</b>
Provides detailed justification through reference to appropriate media work	3
Provides evidence from media work	2
Provides superficial references to media work	1
Inappropriate or no supporting evidence	0
<b>Media terminology and language</b>	<b>2</b>
Consistent use of appropriate media terminology and language	2
General use of media terminology and language	1
No use of media terminology or language	0
<b>Total</b>	<b>11</b>

## Question 4

(11 marks)

Analyse the use of symbolic codes.

Description	Marks
<b>Analyse the use of symbolic codes</b>	<b>6</b>
Accurately analyses the use of symbolic codes	6
Analyses the use of symbolic codes	5
Explains the use of symbolic codes	4
Describes generally the use of symbolic codes	3
Identifies the use of symbolic codes	2
Superficial comments about the use of symbolic codes	1
Does not engage with the question	0
<b>Justification and evidence used to support response</b>	<b>3</b>
Provides detailed justification through reference to appropriate media work	3
Provides evidence from media work	2
Provides superficial references to media work	1
Inappropriate or no supporting evidence	0
<b>Media terminology and language</b>	<b>2</b>
Consistent use of appropriate media terminology and language	2
General use of media terminology and language	1
No use of media terminology or language	0
<b>Total</b>	<b>11</b>

**Question 5**

**(11 marks)**

Analyse the impact of media trends.

Description	Marks
<b>Analyse the impact of media trends</b>	<b>6</b>
Accurately analyses the impact of media trends	6
Analyses 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 the impact of media trends	1
Does not engage with the question	0
<b>Justification and evidence used to support response</b>	<b>3</b>
Provides detailed justification through reference to appropriate media work	3
Provides evidence from media work	2
Provides superficial references to media work	1
Inappropriate or no supporting evidence	0
<b>Media terminology and language</b>	<b>2</b>
Consistent use of appropriate media terminology and language	2
General use of media terminology and language	1
No use of media terminology or language	0
<b>Total</b>	<b>11</b>

**Question 6**

**(11 marks)**

Analyse representation in media work.

Description	Marks
<b>Analyse representation in media work</b>	<b>6</b>
Accurately analyses representation in media work	6
Analyses representation in media work	5
Explains representation in media work	4
Describes generally representation in media work	3
Identifies representation in media work	2
Superficial comments about representation in media work	1
Does not engage with the question	0
<b>Justification and evidence used to support response</b>	<b>3</b>
Provides detailed justification through reference to appropriate media work	3
Provides evidence from media work	2
Provides superficial references to media work	1
Inappropriate or no supporting evidence	0
<b>Media terminology and language</b>	<b>2</b>
Consistent use of appropriate media terminology and language	2
General use of media terminology and language	1
No use of media terminology or language	0
<b>Total</b>	<b>11</b>

## Section Two: Extended answer

70% (40 Marks)

## Question 7

(20 marks)

Analyse how media theories are used to understand audience interpretations.

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

**Possible content**

- application of an appropriate media theory or theories in order that the relationship between audiences and media work(s) may be analysed
- popular theories for analysis include the Hypodermic Needle model, Uses and Gratifications, Reception Theory and agenda setting
- the use of media theories to develop informed audience profiles based on age, gender, socio-economic and cultural backgrounds
- media expectations and the preferences of specific audiences for particular styles and themes within media work
- discussion of how audience values and ideology influence their interpretation of media work
- analysis of both mainstream and niche audiences, with reference to their cultural experiences
- explanation of how a particular or range of readings may be made of one or more media works
- other media theories could include, but are not limited to, Audience Theory and Auteur Theory.

Question 8

(20 marks)

Evaluate how cultural influences have contributed to changes in media aesthetics.

Description	Marks
<b>Cultural influence</b>	<b>6</b>
Critically evaluates cultural influences	6
Analyses cultural influences	5
Explains cultural influences	4
Describes cultural influences	3
Identifies some aspects of cultural influences	2
Presents limited or superficial comments on cultural influences	1
Does not engage with this aspect of the question	0
<b>Changes in media aesthetics</b>	<b>6</b>
Critically evaluates changes in media aesthetics	6
Analyses changes in media aesthetics	5
Explains changes in media aesthetics	4
Describes changes in media aesthetics	3
Identifies some aspects of media aesthetics	2
Presents limited or superficial comments on media aesthetics	1
Does not engage with this aspect of the question	0
<b>Evidence from media work</b>	<b>4</b>
Provides justification that includes detailed and relevant references to appropriate media work	4
Provides justification through reference to relevant media work	3
Provides some evidence from media work	2
Provides superficial references to media work	1
Inappropriate or no supporting evidence	0
<b>Media terminology and language</b>	<b>4</b>
Sophisticated and relevant use of media terminology and language	4
Frequent use of relevant media terminology and language	3
Some use of relevant media terminology and language	2
Superficial use of media terminology and language	1
No use of media terminology or language	0
<b>Total</b>	<b>20</b>

**Possible content**

- social and cultural trends that impact the style and content of media work
- changes in media aesthetics, as brought about by cultural influences, may be demonstrated through the rise of particular film movements, such as:
  - Italian neorealism, as brought about by the difficult economic and moral conditions of post World War II Italy
  - German expressionism, as triggered by Germany’s economic situation, isolation and experiences during World War I
  - New Hollywood cinema, which resulted from the rise in the power of youth culture in 1970s America
- changes in documentary film brought about by cultural trends
- media aesthetics in different times
- the construction of representations through aesthetics and how these are influenced by culture, such as the #metoo movement
- media aesthetics across different contexts
- cultural influences on an auteur
- explore the work of an auteur over time.

## Question 9

(20 marks)

Evaluate the use of stereotypes in media and the danger of their naturalisation.

Description	Marks
<b>Use of stereotypes in media</b>	<b>6</b>
Critically evaluates the use of stereotypes in media	6
Analyses the use of stereotypes in media	5
Explains the use of stereotypes in media	4
Describes the use of stereotypes in media	3
Identifies some aspects of stereotypes	2
Presents limited or superficial comments on stereotypes	1
Does not engage with this aspect of the question	0
<b>Naturalisation of stereotypes</b>	<b>6</b>
Critically evaluates the naturalisation of stereotypes	6
Analyses the naturalisation of stereotypes	5
Explains the naturalisation of stereotypes	4
Describes the naturalisation of stereotypes	3
Identifies some aspects of the naturalisation of stereotypes	2
Presents limited or superficial comments about the naturalisation of stereotypes	1
Does not engage with this aspect of the question	0
<b>Evidence from media work</b>	<b>4</b>
Provides justification that includes detailed and relevant references to appropriate media work	4
Provides justification through reference to relevant media work	3
Provides some evidence from media work	2
Provides superficial references to media work	1
Inappropriate or no supporting evidence	0
<b>Media terminology and language</b>	<b>4</b>
Sophisticated and relevant use of media terminology and language	4
Frequent use of relevant media terminology and language	3
Some use of relevant media terminology and language	2
Superficial use of media terminology and language	1
No use of media terminology or language	0
<b>Total</b>	<b>20</b>

**Possible content**

- exploration of the reliance of media on stereotypes
- profile of media's audience and why they are so engaged by the use of stereotypes
- the impact of the use of stereotypes on popular culture
- the manipulation of stereotypes by mass media
- stereotypes as over-simplifications of people, places, events and ideas
- the way that representations become associated with particular issues and cultural groups, through shared values
- analysis of the perceived societal norms that the media presents
- media ownership and its impact
- institutions and independents
- repetition of stereotypes by commercial and non-commercial news outlets
- consequences of the naturalisation of stereotypes on individuals within society
- impact of social media trends and the naturalisation of stereotypes.

Question 10

(20 marks)

Evaluate how media trends influence the use of persuasive techniques.

Description	Marks
<b>Influence of media trends</b>	<b>6</b>
Critically evaluates the influence of media trends	6
Analyses the influence of media trends	5
Explains the influence of media trends	4
Describes the influence of media trends	3
Identifies some aspects of media trends	2
Presents limited or superficial comments on media trends	1
Does not engage with this aspect of the question	0
<b>Use of persuasive techniques</b>	<b>6</b>
Critically evaluates the use of persuasive techniques	6
Analyses the use of persuasive techniques	5
Explains the use of persuasive techniques	4
Describes the use of persuasive techniques	3
Identifies some aspects of persuasive techniques	2
Presents limited or superficial comments on persuasive techniques	1
Does not engage with this aspect of the question	0
<b>Evidence from media work</b>	<b>4</b>
Provides justification that includes detailed and relevant references to appropriate media work	4
Provides justification through reference to relevant media work	3
Provides some evidence from media work	2
Provides superficial references to media work	1
Inappropriate or no supporting evidence	0
<b>Media terminology and language</b>	<b>4</b>
Sophisticated and relevant use of media terminology and language	4
Frequent use of relevant media terminology and language	3
Some use of relevant media terminology and language	2
Superficial use of media terminology and language	1
No use of media terminology or language	0
<b>Total</b>	<b>20</b>

**Possible content**

- exploration of media from different times in order to examine the relationship between media work, context, and the effect of persuasive techniques on audiences
- the way in which technologies, styles, narratives, representations and values from the past illustrate the changing nature of the media
- trends in the values and expectations of audiences
- the impact of trends, in local, national and international media, on communities
- the effect of media trends on media use, such as the use of social media
- examination of the way the media is able to reflect, challenge and shape values and attitudes through persuasive techniques such as expert opinions, inclusive language, and framing
- exploration of the purpose and values of producers and audiences
- the way in which documentary and news productions have been influenced by media trends
- propaganda and agenda setting
- consumption of media.



## Question 11

(20 marks)

Analyse the pressures on institutions or independents in the production of media work.

Description	Marks
<b>Pressures on institutions or independents</b>	<b>6</b>
Critically analyses pressures on institutions or independents	6
Analyses the pressures on institutions or independents	5
Explains the pressures on institutions or independents	4
Describes the pressures on institutions or independents	3
Identifies some aspects of the pressures on institutions or independents	2
Presents limited or superficial comments on the pressures on institutions or independents	1
Does not engage with this aspect of the question	0
<b>Production of media work</b>	<b>6</b>
Critically analyses the production of media work	6
Analyses the production of media work	5
Explains the production of media work	4
Describes the production of media work	3
Identifies some aspects of the production of media work	2
Presents limited or superficial comments on the production of media work	1
Does not engage with this aspect of the question	0
<b>Evidence from media work</b>	<b>4</b>
Provides justification that includes detailed and relevant references to appropriate media work	4
Provides justification through reference to relevant media work	3
Provides some evidence from media work	2
Provides superficial references to media work	1
Inappropriate or no supporting evidence	0
<b>Media terminology and language</b>	<b>4</b>
Sophisticated and relevant use of media terminology and language	4
Frequent use of relevant media terminology and language	3
Some use of relevant media terminology and language	2
Superficial use of media terminology and language	1
No use of media terminology or language	0
<b>Total</b>	<b>20</b>

**Possible content**

- the way institutional power governs editorial control (newspapers and television would offer rich sources of media work with which to respond to this question.)
- a close examination of the way the media is controlled within a particular country or community, such as Western Australia or Australia
- cross-platform alliances and their impact
- why there is a pressure on editors to assert control; commercial vs non-commercial media; mass vs. niche media
- the impact of audience expectations
- the effect of media trends
- exploration of funding and distribution models
- the relationship between governments and the press
- social media and political agendas
- freedom of independents to practice personal expression
- budgets
- institution agendas
- dominance/mainstream media
- film makers moving from independent to mainstream or vice versa.

## ACKNOWLEDGEMENTS

### Question 8

Adapted from: Italian neorealism. (2019). In *Wikipedia*. Retrieved October, 2019 from, [https://en.wikipedia.org/wiki/Italian\\_neorealism](https://en.wikipedia.org/wiki/Italian_neorealism)  
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