



MEDIA PRODUCTION AND ANALYSIS

ATAR course examination 2021

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 the importance of understanding genre when interpreting a media work.

Description	Marks
Discuss the importance of understanding genre in reading media texts	
Analyses in detail the importance of understanding genre when interpreting media works.	6
Discusses the importance of understanding genre when interpreting media works.	5
Explains the importance of understanding genre when interpreting media works.	4
Describes the importance of understanding genre when interpreting media works.	3
Outlines the genre within the work.	2
Superficial comments about the genre with some relevance to interpreting media work.	1
Does not engage with the question.	0
Subtotal	6
Justification and evidence used to support response	
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
Subtotal	3
Media terminology and language	
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
Subtotal	2
Total	11

Question 2

(11 marks)

Explain how media work reflect cultural values.

Description	Marks
Explanation how media texts reflect cultural values	
Explains in detail how media work reflect cultural values.	6
Explains how media work reflect cultural values.	5
Discusses how media work reflect cultural values.	4
Describes how media work reflect cultural values.	3
Outlines cultural values.	2
Superficial comments about cultural values.	1
Does not engage with the question.	0
Subtotal	6
Justification and evidence used to support response	
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
Subtotal	3
Media terminology and language	
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
Subtotal	2
Total	11

Question 3

(11 marks)

Discuss how a representation is constructed.

Description	Marks
Discuss how a representation is constructed	
Discusses in detail how a representation is constructed.	6
Discusses how a representation is constructed.	5
Explains how a representation is constructed.	4
Describes how a representation is constructed.	3
Outlines a representation.	2
Superficial comments about representation.	1
Does not engage with the question.	0
Subtotal	6
Justification and evidence used to support response	
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
Subtotal	3
Media terminology and language	
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
Subtotal	2
Total	11

Question 4

(11 marks)

Discuss the use of persuasive techniques in a media work.

Description	Marks
Discuss the use of persuasive techniques in a media work	
Discusses in detail the use of persuasive techniques in a media work.	6
Discusses the use of persuasive techniques in a media work.	5
Explains the use of persuasive techniques in a media work.	4
Describes the use of persuasive techniques in a media work.	3
Outlines persuasive techniques.	2
Superficial comments about persuasive techniques.	1
Does not engage with the question.	0
Subtotal	6
Justification and evidence used to support response	
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
Subtotal	3
Media terminology and language	
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
Subtotal	2
Total	11

Question 5

(11 marks)

Analyse how a media code is used to create meaning.

Description	Marks
Analyses how a media code is used to create meaning	
Analyses how a media code is used to create meaning.	6
Discusses how a media code is used to create meaning.	5
Explains how a media code is used to create meaning.	4
Describes how a media code is used to create meaning.	3
Outlines a media code.	2
Superficial comments about a media code.	1
Does not engage with the question.	0
Subtotal	6
Justification and evidence used to support response	
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
Subtotal	3
Media terminology and language	
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
Subtotal	2
Total	11

Question 6

(11 marks)

Discuss the use of aesthetics in a media work.

Description	Marks
Discuss the use of aesthetics in a media work	
Discusses in detail the use of aesthetics in a media work.	6
Discusses the use of aesthetics in a media work.	5
Explains the use of aesthetics in a media work.	4
Describes the use of aesthetics in a media work.	3
Outlines aesthetics.	2
Superficial comments about aesthetics.	1
Does not engage with the question.	0
Subtotal	6
Justification and evidence used to support response	
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
Subtotal	3
Media terminology and language	
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
Subtotal	2
Total	11

Section Two: Extended answer

70% (40 Marks)

Question 7

(20 marks)

Discuss how media theories can be used to understand audience responses or interpretations.

Description	Marks
Discuss media theories	
Discusses in detail how media theories can be used.	6
Discusses how the use of media theories can be used.	5
Explains how the use of media theories can be used.	4
Describes how the use of media theories can be used.	3
Outlines how media theories can be used.	2
Presents superficial comments on the use of media theories.	1
Does not engage with this aspect of the question.	0
Subtotal	6
Audience responses or interpretations	
Discusses in detail audience responses or interpretations.	6
Discusses audience responses or interpretations.	5
Explains audience responses or interpretations.	4
Describes audience responses or interpretations.	3
Outlines audience responses or interpretations.	2
Presents limited or superficial comments on audience responses or interpretations.	1
Does not engage with this aspect of the question.	0
Subtotal	6
Evidence from media work	
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
Subtotal	4
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 media terminology and language.	2
Superficial use of media terminology and language.	1
No use of media terminology or language.	0
Subtotal	4
Total	20
Possible answers may include:	
Media theories	
<ul style="list-style-type: none"> • hypodermic needle • readers social and cultural experiences, • discourse analysis • agenda setting • reception analysis • values • cultural context • narrative theory • debunking media theories • post-modern analysis • propaganda • fake news • conspiracy theories 	
Accept other relevant answers/responses	

Question 8

(20 marks)

Analyse how the presentation of an issue can be influenced by editorial control or funding.

Description	Marks
Presentation of an issue	
Analyses the presentation of an issue.	6
Discusses the presentation of an issue.	5
Explains the presentation of an issue.	4
Describes the presentation of an issue.	3
Outlines some aspects relating to the presentation of an issue.	2
Presents limited or superficial comments on the presentation of an issue influenced by editorial control or funding.	1
Does not engage with this aspect of the question.	0
Subtotal	6
Editorial control or funding	
Analyses the influence of editorial control or funding.	6
Discusses the influence of editorial control or funding.	5
Explains the influence of editorial control or funding.	4
Describes the influence of editorial control or funding.	3
Outlines some elements of editorial control or funding.	2
Presents limited or superficial comments on editorial control or funding.	1
Does not engage with this aspect of the question.	0
Subtotal	6
Evidence from media work	
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
Subtotal	4
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 media terminology and language.	2
Superficial use of media terminology and language.	1
No use of media terminology or language.	0
Subtotal	4
Total	20
Possible answers may include:	
<ul style="list-style-type: none"> • propaganda • regulation and or censorship • independent producer's vs corporations • public service broadcaster's vs commercial networks • advertising revenue. • hays code • budgeting • horizontal/vertical integration • political campaigns • selection, omission and emphasis 	
Accept other relevant answers/responses	

Question 9

(20 marks)

Discuss the impact of censorship on media content.

Description	Marks
Impact of censorship	
Discusses in detail the impact of censorship.	6
Discusses the impact of censorship.	5
Explains the impact of censorship.	4
Describes the impact of censorship.	3
Outlines some elements of censorship.	2
Presents limited or superficial comments about censorship.	1
Does not engage with this aspect of the question.	0
Subtotal	6
Impact on media content	
Discusses in detail the impact on media content.	6
Discusses the impact on media content.	5
Explains the impact on media content.	4
Describes the impact on media content.	3
Outlines some aspects the impact on media content.	2
Presents limited or superficial comments about media content.	1
Does not engage with this aspect of the question.	0
Subtotal	6
Evidence from media work	
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
Subtotal	4
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 media terminology and language.	2
Superficial use of media terminology and language.	1
No use of media terminology or language.	0
Subtotal	4
Total	20
Possible answers may include:	
<ul style="list-style-type: none"> • censorship and regulation • independent vs commercial networks • codes and conventions • issues • media ratings • self vs legal regulation e.g. code of conduct • hays code • media law • moral/ethics • privacy • freedom of information • whistle blower • cancel culture • conformative bias • social media • methods of formal and informal censorship 	
Accept other relevant answers/responses	

Question 10

(20 marks)

Analyse how new technologies or media trends can enable greater independence for media producers.

Description	Marks
New technologies or media trends	
Analyses new technologies or media trends.	6
Discusses new technologies or media trends.	5
Explains new technologies or media trends.	4
Describes new technologies or media trends.	3
Outlines some aspects about new technologies or media trends.	2
Presents limited or superficial about new technologies or media trends.	1
Does not engage with this aspect of the question.	0
Subtotal	6
Enable greater independence for media producers.	
Analyses greater independence for media producers.	6
Discusses greater independence for media producers.	5
Explains greater independence for media producers.	4
Describes greater independence for media producers.	3
Outlines some aspects of greater independence for media producers.	2
Presents limited or superficial comments on media producers.	1
Does not engage with this aspect of the question.	0
Subtotal	6
Evidence from media work	
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
Subtotal	4
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 media terminology and language.	2
Superficial use of media terminology and language.	1
No use of media terminology or language.	0
Subtotal	4
Total	20
Possible answers may include:	
<ul style="list-style-type: none"> • trends • social networking • online broadcasters/ platforms • citizen journalism • indie productions • the rise of the pro-summer • niche audiences • TikToc • live broadcasting • social media • viral media • hashtag (#) culture • global consumption 	
Accept other relevant answers/responses	

Question 11

(20 marks)

Analyse how genre and/or style from different times influence media works.

Description	Marks
Media styles and conventions from different times	
Analyses media genre and/or style from different times.	6
Discusses media genre and/or style from different times.	5
Explains media genre and/or style from different times.	4
Describes media genre and/or style from different times.	3
Outlines some aspects media genre and/or style from different times.	2
Presents limited or superficial about media genre and/or style from different times.	1
Does not engage with this aspect of the question.	0
Subtotal	6
Influence media works	
Analyses how media works have been influenced.	6
Discusses how media works have been influenced.	5
Explains how media works have been influenced.	4
Describes how media works have been influenced.	3
Outlines some aspects of how media works have been influenced.	2
Presents limited or superficial comments on media works.	1
Does not engage with this aspect of the question.	0
Subtotal	6
Evidence from media work	
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
Subtotal	4
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 media terminology and language.	2
Superficial use of media terminology and language.	1
No use of media terminology or language.	0
Subtotal	4
Total	20
Possible answers may include:	
<ul style="list-style-type: none"> • genre analysis • codes and conventions • connection to specific film movements • comparison between past / present. Or past / past • cultural differences may be considered • context • film movements • style • aesthetics • mood • auteur figures / style 	
Accept other relevant answers/responses	

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