

# Media



## Course Description

Media is deeply embedded within life and culture at a local, national and global level. It entertains, teaches, informs and shapes audiences' perception of their lives and the world in which they live. Stories in all their forms are at the heart of the media and its relationship with audiences. Through stories, narratives are constructed that engage, and are read by, audiences. Representations of ideas, realities and imagination are constructed and deconstructed, remixed and reimagined with ever-increasing technological sophistication, ease and speed to engage audiences. Developments in technologies have transformed media at a rapid pace. Media audiences are no longer constrained by physical, social and political boundaries. Audiences are consumers, users, creative and participatory producers and product. This has created a dramatic increase in communicative, cultural and creative possibilities. Through the study of Media, students gain a critical understanding of media and understand their role as both producers and consumers of media products. Students examine how and why the media constructs and reflects reality, and how audiences engage with, consume, read, create and produce media products.

## Course Structure

### *Unit 1 – Media forms, representations and Australian stories*

The relationship between audiences and the media is dynamic and changing. Audiences engage with media products in many ways. They share a common language with media producers and construct meanings from the representations within a media product. In this unit students develop an understanding of audiences and the core concepts underpinning the construction of representations and meaning in different media forms. They explore media codes and conventions and the construction of meaning in media products.

#### *Area of Study*

1. Media Representations
2. Media forms in production
3. Australian Stories

### *Unit 2 – Narrative across media forms*

Fictional and non-fictional narratives are fundamental to the media and are found in all media forms. In this unit, students further develop an understanding of the concept of narrative in media products and forms in different contexts. Narratives in both traditional and newer forms include film, television, digital streamed productions, audio news, print, photography, games and interactive digital forms. Students analyse the influence of developments in media technologies on individuals and society; design, production and distribution of narratives in the media; and audience engagement, consumption and reception.

#### *Area of Study*

1. Narrative, style and genre
2. Narrative in production
3. Media and change

### ***Unit 3 – Media narratives, contexts and pre-production***

In this unit students explore stories that circulate in society through media narratives. They consider the use of media codes and conventions to structure meaning, and how this construction is influenced by the social, historical, institutional, culture, economic and political contexts may influence the construction of media narratives and audience readings. Through the study of a media narrative, students explore specific codes and narrative conventions and begin the process of research to support their understanding of how they can adopt and employ these techniques in their own works.

#### ***Area of Study***

1. Narrative and ideology
2. Media production development
3. Media production design

### ***Unit 4 – Media production and issues in the media***

In this unit students focus on the production and post-production stages of the media production process, bringing the media production design created in Unit 3 to its realisation. They refine their media production in response to feedback and through personal reflection, documenting the iterations of their production as they work towards completion. Students explore the relationship between the media and audiences, focusing on the opportunities and challenges afforded by current developments in the media industry. They consider the nature of communication between the media and audiences, explore the capacity of the media to be used by governments, institutions and audiences, and analyse the role of the Australian government in regulating the media.

#### ***Area of Study***

1. Media Production
2. Agency and control in and of the media

### **Entry and Recommendations**

There are no prerequisites for entry to Units 1, 2 and 3.

Students must undertake Unit 3 prior to undertaking Unit 4.

### **Assessment**

#### ***Satisfactory Completion***

Demonstration of achievement of outcomes and satisfactory completion of a unit are determined by evidence gained through the assessment of a range of learning activities and tasks.

#### ***Level of Achievement***

##### ***Unit 1 and 2***

- Coursework – Unit 1
  - Presentations
  - Posters and Editing Tasks
  - Written responses
  - Examination
- Coursework – Unit 2
  - Presentations
  - Short Film and Folio
  - Written Responses
  - Examination

### *Unit 3 and 4*

- School-assessed coursework – Unit 3 (10%)
  - Structured Set of Questions
- School-assessed coursework – Unit 4 (10%)
  - Structured Set of Questions
- The School – Assessed Task (40%)
  - Folio and Product Submission
- Examination (40%)

