



Sample assessment task	
Year level	10
Learning area	The Arts
Subject	Media Arts
Title of task	Response: Hollywood genres
Task details	
Description of task	<p><b>Responding</b></p> <p>Students investigate a popular Hollywood genre to explore its origins, history and the way it has evolved and adapted to meet the expectations of audiences in different historical contexts (times), as well as considering the impact of technological change.</p>
Type of assessment	Summative
Purpose of assessment	To determine if students can identify the impact context has on the content and style of Hollywood genres
Assessment strategy	Written response
Evidence to be collected	<ul style="list-style-type: none"> <li>• Written response</li> <li>• Research notes</li> </ul>
Suggested time	8 hours
Content description	
Content from the Western Australian Curriculum	<p><b>Media languages</b></p> <p>Introduction to key terminology and technologies related to selected context and focus</p> <p>Codes and conventions for constructing meaning in the selected media type, genre and/or style studied</p> <p>Alternative points of view for different audiences in the context of the media type, genre and/or style studied</p> <p>Media works that manipulate narrative conventions in the context of the media type, genre and/or style studied</p> <p><b>Representation</b></p> <p>Representation of ideas, issues and/or people in the media now, and/or in the past, and the values they represent or challenge (consideration of stereotypes)</p> <p><b>Production</b></p> <p>Controls, constraints and audience values impacting on the production context of media work</p> <p><b>Analysing and reflecting on intentions</b></p> <p>The impact of their own and others' media work for the intended audience, purpose and context</p> <p>Media work from contemporary and past times to explore differing viewpoints in Australian media work and/or international media work</p> <p>Media conventions, social and cultural beliefs and values, local and/or global, that underpin representations and shape purposes and processes in media work</p> <p>Values presented or challenged by celebrities, stars and/or heroes</p> <p><b>Audience</b></p> <p>Impact of intended audience on the producer's selections in choosing codes and conventions, styles, narrative, genre, representations, stereotypes, differing points of view and values</p> <p>Intended audience profiles of specific media work</p>

Task preparation	
<b>Prior learning</b>	Students have previously studied Hollywood genres, characteristics of a given society or era and analysed how representations embody cultural or societal values.
<b>Assessment differentiation</b>	Teachers should differentiate their teaching and assessment to meet the specific learning needs of their students, based on their level of readiness to learn and their need to be challenged.  Where appropriate, teachers may either scaffold or extend the scope of the assessment tasks.
Assessment task	
<b>Assessment conditions</b>	Students will complete this task within eight hours of class time: <ul style="list-style-type: none"> <li>• 2 hours researching genres</li> <li>• 4 hours investigation of chosen genre (note-taking)</li> <li>• 2 hours analytical writing.</li> </ul>
<b>Resources</b>	<ul style="list-style-type: none"> <li>• pens, pencils and paper for note-taking, drafting and final response</li> <li>• access to the internet for research</li> </ul>

## Intention

The intention of this task is to explore the way media codes and conventions are employed to construct meaning and to enable audience recognition of the selected genre, and how techniques and technologies continue to adapt and evolve to meet the expectations of audiences in different historical and cultural contexts.

## Time plan

Students will complete this task within eight hours of class time.

## Individual task

This is an individual work task.

## Task: Responding

Investigate a popular Hollywood genre such as crime, suspense, romance, sci-fi, fantasy, war or high school drama. Explore its origins and history and the way it has evolved and adapted to meet the expectations of audiences in different historical contexts.

Checklist of key concepts to demonstrate in your response:

- **codes and conventions** for constructing meaning in selected **genre** studied
- Narrative **conventions** in the **context** of the genre
- **stereotypes** as short cuts to meaning
- **representations of issues and people** in the media, now and in the past, and the **values** they represent or challenge
- **genre expectations** of intended **audiences**
- impact of changes in **technology**.

## As a class:

- revise the conventions of particular genres, e.g. the use of symbolic codes in westerns, the significance of audio in suspense drama, the impact of editing in action films
- discuss the concept of historical and cultural context: how might 'the look' of a film change as technologies evolve, and societies change?  
e.g. compare a Western from the 1950s with a contemporary Western
- brainstorm issues and their changing representation in films from the 20<sup>th</sup> century with contemporary films, e.g. high school drama: how have the problems that challenged teenagers in earlier films been adapted in more recent films to reflect the challenges facing contemporary teenagers?
- explain the task: students will work individually to select a genre for exploration. They are to investigate/research the origins/history of the genre.

**Individually:**

- allocate your time to various stages of the research and response writing, under teacher direction
- select a genre for investigation. Begin an investigation of its origins, making notes on anything significant in its history, e.g. the birth of rock and roll in the 1950s, and the way this might impact on the content of adolescent media texts of the time
- consider any significant world events that might have impacted on the way an issue is represented, e.g. the post WWII crime wave and early crime fiction
- select two films from your chosen genre, one from an earlier historical context and one of a more contemporary context. Consider the narrative patterns of the genre. What are the typical settings, characters and conflicts that evolve? How are the conflicts resolved? Are there stock character types that involve stereotypical character traits?
- consider how films in the genre resolve issues. Does this resolution imply something about embedded values or underpinning ideology (ways of thinking about the world)?
- take notes and compare and contrast the ideas and representations in each film
- now begin to shape your research into a more cohesive response that illustrates the way the genre has changed/evolved over a period of time
- draw conclusions: think about the audiences for your films, how expectations of audiences have impacted on the way the genre has developed
- consider the technological changes that have had an impact on the genre. What genre conventions have evolved and which have stayed the same?
- finish your final draft. You should aim to write about two typed pages in order to show your understanding.

N.B. You must be sure to provide the source information for all text, images etc. which you copy or adapt in the course of your research for use in your response.

## Sample marking key

<b>Responding</b>	
<b>Description</b>	<b>Marks</b>
Media Languages: Narrative/Genre conventions	
Analyses a range of narrative elements and genre conventions in contemporary and past contexts.	4
Discusses narrative elements and genre conventions in contemporary and past contexts.	3
Describes a range of narrative elements and genre conventions in contemporary and past contexts.	2
Describes a few narrative elements and genre conventions in contemporary and past contexts.	1
<b>Subtotal</b>	<b>4</b>
<b>Description</b>	<b>Marks</b>
Production: Historical and cultural context: audience values	
Analyses how cultural and historical context and audience values impact on genre expectations.	4
Discusses how cultural and historical context and audience values impact on genre expectations.	3
Describes how cultural and historical context and audience values impact on genre expectations.	2
Describes how some aspects of context and values impact on genre.	1
<b>Subtotal</b>	<b>4</b>
<b>Description</b>	<b>Marks</b>
Production: Technology	
Analyses how technological changes impact on genre conventions.	3
Discusses how technological changes impact on genre conventions.	2
Describes how technological changes impact on genre conventions.	1
<b>Subtotal</b>	<b>3</b>
Media Terminology and Language	
Consistently applies correct media terminology specific to the task and context.	3
Applies mostly correct media terminology specific to the task and context.	2
Applies some media terminology.	1
<b>Subtotal</b>	<b>3</b>
<b>Responding total</b>	<b>14</b>