

Film, Television & New Media 2019 v1.2

Unit 2 high-level annotated sample response

September 2018

Examination — extended response

This sample has been compiled by the QCAA to assist and support teachers to match evidence in student responses to the characteristics described in the assessment objectives.

Assessment objectives

This assessment instrument is used to determine student achievement in the following objectives:

1. explain the contexts of production and use
4. apply written literacy skills using relevant technology and language conventions to communicate meaning
5. analyse the characteristics of moving-image media key concepts in stimulus
8. appraise the impact of key concepts and artistic practices in the communication of meaning.

Note: Objectives 2, 3, 6, 7 and 9 are not assessed in this instrument.

Task

- View the stimulus *I know just the place — Queensland, Australia* and read the supporting contextual information.
- Attempt **one** question from the choices below in response to the video.
- Justify your viewpoints with explanation, analysis and appraisal of the stimulus.

Question 1 — Representations

How have people, places, events, ideas and emotions been represented in the stimulus to achieve purpose and communicate meaning?

or

Question 2 — Audiences

How has the moving-image media artist manipulated media in the stimulus to target an intended audience and create interest?

or

Question 3 — Languages

How have technical and symbolic codes been used in the stimulus to communicate the intended meaning?

Sample response

This is a high-level response because:

The contexts of production and use have been explained as far as the stimulus allows. The response uses appropriate language conventions and terminology. There is a relevant analysis of representations in the stimulus. The significance and worth of the advertisement is appraised and compared to historical advertising strategies.

Question 1 — Representations

How have people, places, events, ideas and emotions been represented in the stimulus to achieve purpose and communicate meaning?

Tourism Queensland's *I Know a Place* has been financed by the Queensland Government to boost the economy through tourism. The television advertisement aims to attract the interest of audiences from around the world by showing the diversity of landscapes and activities that can be experienced. In the advertisement, Tourism Queensland has used emotive representations of rainforests, caves, the outback, tropical atolls, reefs, yachts, restaurants, concerts and ancient Aboriginal hunting grounds to persuade the audience to want to visit Queensland.

In the advertisement, a young couple are filmed participating in a series of activities where Queensland is represented as a place of diverse natural heritage that will appeal to anyone with a sense of adventure. The first shot uses the Ken Burns effect to slowly zoom in on a young tourist with a map spread across the bonnet of a Land Rover with an expansive cane field in the background. The fact she has a map represents her as an adventurer who has gone back to a time before GPS. The Ken Burns effect and eye level shots make the audience feel that they are in the foreground of each location. In the montage, a wide-angle lens and the widescreen aspect ratio allow the audience to experience expansive and rugged landscapes, only accessible by 4-wheel drive, light aircraft or yacht. Wide shots of the tourist and her friend experiencing a rainforest's dappled light and huge trees transition to a mid-shot of the tourist in a cave and then a wide shot of them making a cairn on a rocky beach. In the background, a family with young kids enthusiastically stack rocks. Sarah Beck's backing song *Somewhere Only We Know* and

extensive use of slow motion function as an emotive aural hook for the audience.

The advertisement represents Queensland as accessible. The audience is given the opportunity to imagine themselves in the frame. In the outback sequence, a high angled tracking shot behind the Land Rover traversing a dusty outback road at sunset places the audience in the driver's seat of a car behind. Similarly, after an establishing shot of a light aircraft flying over a reef, a point of view shot of a sandy atoll places the audience in the window seat of the flight. At this point, the song asks, "Is this the place, we used to love?" as a long shot from the point of view of a snorkeler shows a family diving from a sandy beach into tropical waters harking back to family holidays in a wholesome past devoid of technology.

In the final shots of the montage, Queensland is represented as a romantic place. A tropical sunset is framed from the point of view of someone at the wheel of a yacht as the young couple sit on the deck, dipping their toes in the water. Again, the audience is placed in the driver's seat. The romantic representation continues as the montage cuts to the couple touring an Aboriginal hunting ground, swimming at sunset and dining under neon lights. The montage ends with a misty close-up of the couple staring into each other's eyes as the Queensland logo fades in.

In appraising the way in which meaning is created by the above representations, it is assumed that a destination perception is created in the mind of the audience as a composite of various attractions and attributes represented in the advertisement. Given that it would cost as much to travel to Queensland as anywhere else, the advertisement does not focus on functional characteristics such as price, place and availability, but represents emotional characteristics such as atmosphere and feeling to elicit a positive perception. The unique strategy to create this perception in this advertisement is its intentional placement of the audience in the frame. Slow motion is then used to show detail and point of view shots help to include the audience as emotional participants allowing them to link the images and audio to own memories and associations of romance, family and natural heritage.

Representations in the advertisement have a dual appeal. The montage intertwines the objective shots showing place with emotive point of view shots evoking feeling. To an international tourist, it represents unique vistas and a sense of adventure. To the domestic tourist, the advertisement represents the destination image as realistic and familiar. As the girl is tracked walking through the rainforest, the lyrics state "I knew the pathway like the back of my hand". To the domestic audience, the appeal is a place in the past that we "used to love". This place is represented in the advertisement as a place that is natural, not mechanical or electronic, and a place where bonds between people can be forged. As is stated the first line of dialogue - to go somewhere a bit different.

Representations in Tourism Queensland's *I Know a Place* depart from the usual and often stereotypical picture postcard strategy which has historically represented places as desirable and people as friendly. Instead, the advertisement is persuasive because Queensland is represented as a place where the audience may reconnect with their emotions and take a break from technology.

851 words