

External assessment 2021

Question book

Film, Television & New Media

General instruction

- Work in this book will not be marked.

Section 1

Instructions

- Respond to **one** question only.
 - Respond in 800–1000 words in the response book.
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Stimulus 1

The Look, Procter & Gamble, 2019

Length: 1 minute and 45 seconds

Context

Procter & Gamble is an American multinational consumer goods corporation.

To create the film, Procter & Gamble worked with Saturday Morning, a creative collective founded by people in the advertising industry who want to shift perceptions on racial bias and injustice.

QUESTION 1

How effectively has the director represented people, places, events, ideas and/or emotions to communicate meaning in the Procter & Gamble advertisement *The Look*? Justify your viewpoint by analysing and appraising representations in the stimulus.

OR

Stimulus 2

Back to the Start, Chipotle, 2012

Length: 2 minutes and 15 seconds

Context

Chipotle Mexican Grill is an American chain of restaurants in the United States, United Kingdom, Canada, Germany and France.

Back to the Start was Chipotle's campaign to promote improvements to the food supply industry.

The soundtrack features Willie Nelson's recording of *The Scientist* by Coldplay. Proceeds from downloads of the soundtrack go to the Chipotle Cultivate Foundation, which aims to encourage and support sustainable farming methods and family farming.

QUESTION 2

How effectively is the audience positioned to make meaning from the Chipotle advertisement *Back to the Start*? Justify your viewpoint by analysing and appraising the stimulus.

OR

Stimulus 3

We've All Been There, Friends of the Earth, 2020

Length: 1 minute and 24 seconds

Context

Friends of the Earth is an international network of organisations that campaign on environmental issues.

We've All Been There is a film commissioned by Friends of the Earth and made by an independent creative agency, Don't Panic, as part of a campaign to show the audience they can take action to address climate change.

QUESTION 3

To what extent does the Friends of the Earth advertisement *We've All Been There* manipulate technical and symbolic codes to communicate meaning? Justify your viewpoint by analysing and appraising the stimulus.

References

Stimulus 1

P&G (Proctor & Gamble) 2019, *The Look*, (short film), <https://us.pg.com/talkaboutbias/>

Stimulus 2

Chipotle, 2012, *Back to the Start*, (animation), <https://vimeo.com/28355660>

Stimulus 3

Friends of the Earth 2020, *We've All Been There*, <https://vimeo.com/386227485>



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