

External assessment 2022

Question book

Film, Television & New Media

General instruction

- Work in this book will not be marked.

Section 1

Instructions

- Respond to **one** of the following questions.
 - Respond in 800–1000 words in the response book.
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Stimulus 1

Timeless, Lacoste, Wanda Productions x Academy Films, Paris, 2017

Length: 1 minute and 30 seconds

Context

Lacoste is a French company founded in 1933. It manufactures clothing, footwear, eyewear, leather goods, perfume, towels and watches. *Timeless* was created to advertise a new clothing line and emphasise the history of the 84-year-old shirt with the green crocodile logo.

QUESTION 1

How effectively has Lacoste appealed to its target audience in *Timeless*? Justify your viewpoint by analysing and appraising the advertisement.

OR

Stimulus 2

‘When She Loved Me’, *Toy Story 2*, Pixar, 1999

Length: 2 minutes and 41 seconds

Context

Toy Story 2 is an American computer-animated comedy film directed by John Lasseter and produced by Pixar Animation Studios for Walt Disney Pictures. ‘When She Loved Me’ was sung by Sarah McLachlan and was nominated for an Academy award for best original song.

QUESTION 2

How effectively have moving-image media languages been manipulated to evoke an emotional response in *Toy Story 2*? Justify your viewpoint by analysing and appraising the film sequence.

OR

Stimulus 3




The Jungle Book Official Trailer, Disney, 2016

Length: 1 minute and 44 seconds

Context

The Jungle Book is a movie based on the short stories written by Rudyard Kipling and the 1967 Disney animated classic of the same title. It features a combination of live action and computer-generated imagery (CGI). The Australian Classification Board, the organisation responsible for classifying media, rated the film as PG: not recommended for children under the age of 8, parental guidance for children under 10, and suitable for children over 10.

The table summarises the classifications.

Australian Classification Board	
 General (G) The content is very mild in impact	The G classification is suitable for everyone. G products may contain classifiable elements such as language and themes that are very mild in impact.
 Parental Guidance (PG) The content is mild in impact	The impact of PG (Parental Guidance) classified films and computer games should be no higher than mild, but they may contain content that children find confusing or upsetting and may require the guidance of parents, teachers or guardians. For example, they may contain classifiable elements such as language and themes that are mild in impact.
 Mature (M) The content is moderate in impact	M-rated films and computer games are not recommended for children under the age of 15. They include portrayals of elements such as violence and themes that require a mature outlook.

QUESTION 3

Was the Australian Classification Board justified in its classification of *The Jungle Book*? Justify your viewpoint by analysing and appraising the film's trailer.

References

Lacoste 2017, *Timeless*, Wanda Productions x Academy Films, Paris, www.youtube.com/watch?v=TU-a3ntzSAA.

Pixar 1999, 'When she loved me', *Toy Story 2*, www.youtube.com/watch?v=j9Vit2vq22M.

Disney 2016, *The Jungle Book Official Trailer*, www.youtube.com/watch?v=HcgJRQWxKnw.



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