

External assessment 2025

Question book

Film, Television & New Media

General instruction

- Work in this book will not be marked.



Queensland
Government

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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

Love Me More, Mitski, 2022

Length: 3 minutes and 30 seconds

Context

Mitsuki Miyawaki is a Japanese-born American singer-songwriter known professionally as Mitski. *Love Me More* is the fourth single from her 2022 album, *Laurel Hell*. This is the second Mitski music video directed by Christopher Good.

Love Me More explores Mitski's experience of isolation as a singer-songwriter, as well as her longing for connection and validation of her skills. When discussing this album in an interview for *The Guardian*, Mitski said, 'the human romantic relationship [is] the best metaphor, the best narrative vehicle' for telling a story or evoking a feeling.

QUESTION 1: Technologies

How effectively have technologies been used to enhance meaning in Mitski's music video, *Love Me More*? Justify your viewpoint by analysing the stimulus and explaining the contexts of production and use, including the target audience.

OR

Stimulus 2

The Last Job on Earth, Moth Collective, 2016

Length: 2 minutes and 40 seconds

Context

The Last Job on Earth was created by animation studio, Moth Collective, to be published alongside an online article titled 'Automation may mean a post-work society but we shouldn't be afraid'. The author, Paul Mason wrote, 'The biggest enigma [something mysterious or hard to understand] of the post-work society is what happens to the self when it cannot define itself against corporate identity, skill set or seniority'.

The article was published in *The Guardian's* sustainable business section. *The Guardian* is a popular physical and online newspaper appealing to a range of social classes and income brackets. More than two-thirds of its readers are 35 years old and above.

The animation was made with funding from the DOEN Foundation, which supports innovations with a green, socially inclusive and creative focus.

QUESTION 2: Representations

How effectively have ideas about the future been represented in the animation, *The Last Job on Earth*? Justify your viewpoint by analysing the stimulus and explaining the contexts of production and use, including the target audience.

OR

Stimulus 3

The Underdogs, Apple, 2019

Length: 2 minutes and 53 seconds

Context

The Underdogs is the first in a series of web films by Australian commercial, television and film director Mark Molloy. A web film is a form of new media made for internet distribution. *The Underdogs* series was commissioned by Apple Business as part of its 'Apple at Work' campaign. These web films are a type of advertisement known as business-to-business (B2B) or trade advertisements, which are advertisements made for businesses rather than individual consumers. The campaign has been celebrated for its unconventional approach to advertising, winning multiple awards.

Each web film, originally published on Apple's YouTube channel, features the same cast of four office workers in a mini-sitcom scenario. The fourth and most recent instalment, *The Underdogs: Swiped Mac*, is more than eight minutes long. On the day it was uploaded, it received two million views and now has over 78 million views.

The circular pizza box featured was invented by Apple employees and patented in 2012.

QUESTION 3: Audiences

How effectively does the web film, *The Underdogs*, position the audience to engage with the Apple brand? Justify your viewpoint by analysing the stimulus and explaining the contexts of production and use, including the target audience.

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