

Assessment highlights insights

from Iain Smith, Principal Education Officer for Film, Television & New Media

Q Why was this student response selected for Assessment highlights?

A The subject matter in Jesse's response focuses on contemporary phenomena of audience participation in media, which has been enabled by technological convergence.

Q How has the student effectively responded to the school's assessment instrument and demonstrated the qualities of the top performance-level descriptors (PLDs) of the instrument-specific marking guide?

A Jesse explained the significance of the contexts of production on technologies, audiences and institutions. For example, the response considers the release on Netflix that enabled audiences to feel a sense of community within the brand, such as offering prod-users a range of affordances by building an intense rivalry between two groups of people, *Cobra Kai* and *Miyagi-Do*, encouraging audiences to pick a side.

Jesse analysed the interactive features of emerging moving-image media platforms that sustain audience engagement and participation, e.g. how the video game *Cobra Kai: The Karate Kid Saga* uses a side-scrolling beat-'em-up style and prod-users can choose and interact with their favourite character from the television series to control and fight other characters from the series.

Jessie's response also appraises factors that may have influenced the impact of audiences participating in an investigated moving-image media case, e.g. young audiences feeling a sense of connection, and how audiences are now able to receive daily content from the brand using social media sites such as YouTube and Twitter.

Q What are the qualities or features of the student's response that made it stand out from other student responses?

A Jesse's response draws from a wide range of academic literature to explain the phenomenon of multi-platform media, as evidenced by in-text referencing and the bibliography. It is organised coherently using supported judgments, articulated ideas, and a controlled structure to enhance communication of meaning. Due to its sharp focus on *Cobra Kai* rather than the wider institutional evolution of multi-platform storytelling, Jessie also demonstrated a deeper analysis of interactive features of the phenomena.

 © State of Queensland (QCAA) 2023

Licence: <https://creativecommons.org/licenses/by/4.0> | **Copyright notice:** www.qcaa.qld.edu.au/copyright — lists the full terms and conditions, which specify certain exceptions to the licence. |

Attribution (include the link): © State of Queensland (QCAA) 2023 www.qcaa.qld.edu.au/copyright.