

Module A Essay: Standard

Tennent

Number/Name of Student: 41

Annie T.

Criteria	Marks
<ul style="list-style-type: none"> Shows a highly developed ability to engage with the question, reflecting a perceptive knowledge of the requirements of the module Presents a skilful response with detailed analysis and discerning use of textual references from the prescribed text Writes a coherent and sustained response using language and structure appropriate to audience, purpose and context 	17-20
<ul style="list-style-type: none"> Shows a well-developed ability to engage with the question, reflecting strong knowledge of the requirements of the module Presents an effective response with analysis of well-chosen textual references from the prescribed text Writes an organised response using language appropriate to audience, purpose and context 	13-16
<ul style="list-style-type: none"> Shows a sound ability to engage with the question, reflecting sound knowledge of the requirements of the module Presents a response with some analysis of textual references from the prescribed text Writes an adequate response using language appropriate to audience, purpose and context 	9-12
<ul style="list-style-type: none"> Shows a limited ability to engage with the question and module Describes aspects of the text Attempts to compose a response with limited language appropriateness to audience, purpose and context 	5-8
<ul style="list-style-type: none"> Engages with the question in an elementary way Refers to text in an elementary way Attempts to compose a response 	1-4

Marker Feedback:

See paper

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Tempe High School



Annie T.

Student Name / Number 41

Course English

Class Teacher Ms. Taoube

Date: 16. 09. 19

4 Page Book

Instructions:

- Write your name or examination number at the top of this page
- Write the number of each question or part in the margin at the beginning of each answer
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- Write on the ruled pages only. You may use the unruled pages for rough work
- You may ask for an extra writing booklet if you need more space
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- You may NOT take any writing booklets used or unused from the examination room
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EXAMINER'S USE ONLY

QUESTION	MARK
TOTAL	

The use of transmedia elements have changed the way audiences consume information and knowledge. It provides individuals with a more personalised experience and enlightenment opportunities.

The ~~SBS~~ interactive SBS documentary:

"The Cronulla Riots: The Day that Shocked a Nation" combines visual and aural devices to depict the events leading up to the 2005 riots and the aftermath.

These features were never expressed in a traditional documentary but are now made possible through new technology. *Audience experience?*

Investigations into the Cronulla Riots *Doing what?* allow for readers to choose their own reading pathways. ~~People can select what they would like to incorporate into their knowledge through hyperlinks and the ability to select the chapter in which they enter their documentary from.~~

Why? ~~Hyperlinks~~ "Media Headlines" hyperlinks are an insight to the role the media played on the day of the riots and how they had escalated tensions, opening up the possibility of violence. It is revealed that the media would stage their

photos of Middle Eastern youth to make them appear more aggressive and to demonise them so the general public associated them to violence. However, the section "Daily Telegraph" shows Joe Hildenberg's take on the role of the media during the riots. He explains that the media has also condemned people who acted irresponsibly, regardless of race, by calling them disgraces and in opposition to the Australian values. These hyperlinks explore the thematic concern of media as a contributing factor to the riots and the media condemning the violence. It is an entirely separate section which has not been explored in the traditional documentary and provides viewers the option to skip this option or to look into it and appreciate the causes of tension. The structure and organisation also takes into account of the viewer's prior knowledge. Right at the beginning, there are ~~buttons~~ numbered buttons which have a title summarising the content of a chapter. A viewer with ~~prior knowledge~~ a more advanced understanding of the riots

Why?

Study?

may choose to overlook the main points and delve deeper into understanding the thematic concerns. On the other hand, a viewer who had little knowledge of the riots may take on a more linear progression. Thus, through hyperlinks and the structure and organisation of the content, viewers can learn more while the previous knowledge is considered lead which appeals to them.

Composers, ~~also~~ ~~also~~ through the use of technology can persuade viewers to take a similar stance to them.

The embedded videos of interviews by academic experts use techniques such as clickbait to draw in the viewers.

The derogatory quote 'Middle Eastern Grub' fades in and out and when clicked on, the audience is directed to a

video titled 'Professor Catherine W. Lumby, Macquarie University'. This then allows for viewers to listen to her analysis on

how the use of provocative language can encourage standard citizens into sharing ideas which are controversial.

Thus, these academic expert videos

can sway an audience's standpoint as it is implied they are unbiased due to their professionalism and research.

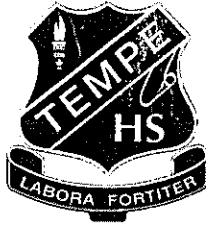
Interactive maps and timelines are also a way of ~~getting~~ convincing viewers to view the bigger picture.

The use of time and space markers show the events and attacks which led to the riots such as attacks and retaliation attacks. A more historical timeline shows the Lebanese migration into Australia and the White Australia

policy. Interactive maps explain the proximity between Middle Eastern suburbs and Cronulla Beach which is an explanation of why two large cultural groups have clashed in terms of ideologies.

A person with a more geographical interest may choose to view the interactive maps while a person with a historical appreciation may choose to view the timeline, however, a person who chooses both can fully immerse themselves in understanding why the riots have happened on a deeper level. Hence, the new interactive elements of videos, maps and timelines are able to persuade

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EXAMINER'S USE ONLY

QUESTION	MARK
TOTAL	

1

the audience to take on the same
viewpoint the composers here by
appealing to their sense that this documentary
is completely unbiased as well as
capturing their personal interests such as
history and geography.

The use of new technology also
adds credibility towards the interviewees
and challenges the audience's assumptions
of people and their characters.

Then

Ultimately, modern technology has
allowed for audiences to view
and understand events differently.

Try to expand on your conclusion.

- Highly developed *utlesich* of large
appropriate to form.
- Highly developed ability to engage with
the question from a variety of ways -
at times try to explore the impact on
the audience in more depth.
- Excellent *utlesich* of factual evidence
to support a clear thesis.

