

## 10mms Analysis of Community Campaign (Task 2)

## Target outcomes ME 6.3a+ 6.3b Student: \_\_\_\_\_

ME 4.3 Student analyse media languages and technologies used by them and others to construct representation using generic conventions.

ME 5.3a Students research and analyse various media representations within their cultural and historical contexts.

ME 5.3b Students research and examine the media institutions that are involved in the production, distribution and exhibition of the media they consume as audiences.

ME 6.3a Students evaluate how contextual influences can contribute to personal interpretations of media .

ME 6.3b Students evaluate social, political and economic influences operating on the public, commercial and independent media.

CONSTRUCTS	LEVEL 4	LEVEL 5	LEVEL 6c	LEVEL 6b	LEVEL 6 a
KNOWLEDGE  ANALYSIS OF COMMUNITY CAMPAIGN	<p>You:</p> <ul style="list-style-type: none"> <li>Can <b>identify</b> the image presented by marketing materials such as brochures, advertisements, websites, signage.</li> <li>Demonstrate some knowledge of how media texts are constructed through the use of specific genre conventions.</li> </ul>	<p>You:</p> <ul style="list-style-type: none"> <li>Can <b>describe</b> the image presented by marketing materials such as brochures, advertisements, websites, signage.</li> <li>Demonstrate some knowledge of how community campaigns construct their messages through applying specific language and technology.</li> </ul>	<p>You:</p> <ul style="list-style-type: none"> <li>Can <b>deconstruct</b> the image presented by marketing materials such as brochures, advertisements, websites, signage.</li> <li>Discuss and analyse the use of various media marketing strategies or techniques used by community campaigns.</li> <li>Demonstrate a knowledge of media languages and technologies and how different audiences can be appealed to by applying this language in technologies in different ways.</li> </ul>	<p>You:</p> <ul style="list-style-type: none"> <li>Can <b>examine and discuss</b> the public or audience perception of a community campaign.</li> <li>Understand and discuss the marketed image of a campaign and relate it to the context the campaign is responding to.</li> <li>You can analyse the way a community campaign has selected, combined and manipulated specific media languages and technologies to build a cohesive and persuasive campaign..</li> </ul>	<p>You:</p> <ul style="list-style-type: none"> <li>Can <b>examine and discuss</b> the target audience a campaign is being marketed to and effectively compare it with the marketed image of other community campaigns.</li> <li>Deconstruct and discuss the images used in the campaign and relate it to a the current social context.</li> <li>Demonstrated a thorough understanding of the way audience plays a significant factor in the creation of media texts.</li> </ul>
COMMUNICATION	E	D	C	B	A
	<ul style="list-style-type: none"> <li>You used basic Media Arts language but with some inaccurate and inappropriate written conventions -spelling, grammar, paragraphing and sentence structure</li> </ul>	<ul style="list-style-type: none"> <li>You used Media Arts language but with some inconsistencies in written conventions -spelling, grammar, paragraphing and sentence structure.</li> </ul>	<ul style="list-style-type: none"> <li>You used appropriate use of Media Arts language and mostly correct written conventions -spelling, grammar, paragraphing and sentence structure.</li> </ul>	<ul style="list-style-type: none"> <li>You used effective Media Arts language and correct written conventions - spelling, grammar, paragraphing and sentence structure.</li> </ul>	<ul style="list-style-type: none"> <li>You used highly effective Media Arts language and consistently accurate written conventions -spelling, grammar, paragraphing and sentence structure.</li> </ul>

Teacher Comment: