CRITIQUE

FOCUS: Research and analysis of current and future media technology development and the social and cultural impact on media institutions and the target audience.

DIMENSIONS: Critique (Individual, Summative)

KEY AREAS: Technology, Audience & Institutions

CONDITIONS: Word Length: 2 × 400 - 500 words each (Notes Permitted)

TASK DESCRIPTION:
After completing three weeks research you are given one week in which to select and complete 2 (two) of the following short essay tasks regarding new media technologies:

1.) Some materials that are deemed excessively violent and/or explicitly sexual in content are currently illegal in Australia in any media form. However the Internet now presents as a new problem for legislators due to its easy accessibility and unrestricted nature.

You are to research and analyse what is currently censored or banned in the various forms of electronic media (eg. video, video games computer -Internet games) in Australia and from this research develop some proposals for the regulation and control of these new media (eg. Internet, games).

You will need to evaluate and comment on how regulation and censorship differ among the various traditional forms of media compared to the Internet/gaming. You will need to analyse current attempts to censor the internet and make recommendations on what is the best process.

2) Using a wide variety of sources you are to research and evaluate developments in the use of multi-media technology at work, in the home, and for entertainment. From your research evaluate and discuss how you envisage the future of the media and whether these new developments will make the audience more interactive with media technology or will they remain passive spectators.

Give clear examples in your discussion and state the advantages and disadvantages of possible current and future developments (passive/interactive) for the audience. (Remember computer games fall under the heading of multi-media)

3) When sound was introduced to film in 1927 it marked a dramatic change for the film industry, film industry workers and the audience. Research, evaluate and discuss how the advent of new multi-media technologies, specifically in special effects, has impacted on the film and video industry and its audience in the latter part of the 20th Century and what effects it may have in the 21st Century.

You will need to consider the changes that have taken place and give film examples to illustrate your discussion.

NB: Please ensure you accurately reference your research material and cite it correctly within your work. Also include a bibliography on a separate page.

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<td>Critique</td>
<td>effectively applies the key concepts to make cohesive and substantiated judgments by thoroughly analysing and evaluating how Audience and Institutions are being impacted by Technology in specific contexts of production and use.</td>
<td>applies the key concepts to make cohesive and substantiated judgments, by analysing and evaluating how Audience and Institutions are being impacted by Technology and their contexts of production and use.</td>
<td>applies aspects of the key concepts to make some supported judgments by analysing how Audience and Institutions are being impacted by Technology products and their contexts of production and use.</td>
<td>loosely links the key concepts to stated opinions about how Audience and Institutions are being impacted by Technology products and their contexts of production and/or use.</td>
<td>states opinions about products or their contexts of production and/or use.</td>
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Extra Comments

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