Comprehending *Australia: Unlimited experiences, an unlimited future*

Sheet 10

View the **Video — *Australia: Unlimited experiences, an unlimited future*** and answer the following comprehension questions about representations in the text.

1. What is the purpose of the video?

2. Who is the target audience? Why?

3. What experiences are offered that promote Australia as an attractive place to visit?

4. What impression would an overseas audience gain from the video about Australia's:

   - peoples?
   - cultures?
   - attractions?

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5. Examine the opening segment of the video (up to 00:20).

   a. What do you think is the purpose of this segment?

   b. How is Australia represented in this introduction?

6. Examine the shots used in the next segment of the video (00:20–00:50)

   a. How is the audience positioned to think and feel about Australia from this combination of images and music?

   b. Explain which element evokes the strongest emotional response — the music or the images.

7. Examine the video in its entirety. Explain how the combination of music and images works to communicate meanings and influence interpretations about representations of Australia's peoples, cultures and attractions.

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8. How and why do the representations in the video perpetuate stereotypes associated with Australia's peoples and cultures? Consider the audience and purpose of the text.

9. How and why do the representations challenge recognised stereotypes associated with Australia's peoples and cultures? Consider the audience and purpose of the text.

Reference: Meleen, Ashley 2011, Australia: Unlimited Experiences, An Unlimited Future (YouTube) http://www.youtube.com/watch?v=Xlu4NWq6-FM Used with permission.