

422/01

FILM STUDIES FS2

Producers and Audiences: Hollywood and British Cinema

P.M. TUESDAY, 22 May 2007

(1½ hours)

ADDITIONAL MATERIALS:

In addition to this examination paper you will need:

- Resource Material;
- a 12 page answer book.

INSTRUCTIONS TO CANDIDATES

Answer **one** question from Section A and **one** question from Section B.

Write your answers in the separate answer book provided.

INFORMATION FOR CANDIDATES

All questions carry 25 marks.

You are advised to spend about 40 minutes on each question, allowing 10 minutes to read carefully the information provided.

You are reminded that assessment will take into account the quality of written communication used in your answers.

SECTION A (25 marks)

Answer **one** question from this section.

Either,

1. Read the following extract from a newspaper article in *The Guardian* (May, 2005):

Digital is the big picture

The UK Film Council announced that 209 cinemas in Britain (about 6% of the approximately 3,370 screens nationwide) will form a UK digital screen network and receive free installation of a digital projector.

About £12m of lottery money is being spent to create the network and includes cinemas in the big Odeon, UCI and Vue chains. The Film Council argues that while more of us than ever are visiting the cinema, fewer of us get a chance to see the hundreds of low-budget, foreign language or documentary films made each year. Network members will be obliged to schedule 'alternative' movies for part of the week.

– adapted from Keith Randle and Nigel Culkin, *The Guardian*, 30 May 2005

Using the above stimulus material and your own case studies, answer the following question:

What are the advantages and disadvantages for audiences of the new UK Digital Screen Network?

Or,

2. Look at the items from *Vertigo Films*' website for their low budget thriller, *London to Brighton* (2006) (**Item A of the Resource material**).

From the resource material and from your own case studies, answer the following question:

Compared with other forms of marketing, how important are promotional websites like this for attracting audiences?

SECTION B (25 marks)

Answer **one** question from this section.

Either,

3. Read the extract from an online article on Hollywood Remakes (**Item B of the Resource Material**).

From the resource material and from your own case studies, answer the following question:

What are some of the reasons for Hollywood's increasing use of re-makes of earlier films or television shows?

Or,

4. The following two UK films were released in September, 2006:



Queen



Nina's Heavenly Delights

In mid-October, 2006, *Queen* was showing at over 400 screens across the UK, *Nina's Heavenly Delights* at 2 screens.

Queen

Directed by Stephen Frears and starring Helen Mirren

Synopsis: When news of the death of Princess Diana breaks upon a shocked British public, Queen Elizabeth II retreats behind the walls of Balmoral Castle with her family, unable to understand the public response to the tragedy. For Tony Blair, the popular and newly elected Prime Minister, the people's need for reassurance from their leaders is obvious. As the unprecedented outpouring of emotion grows stronger, Blair must find a way to bring together the Queen and the British public.

Nina's Heavenly Delights

Director: Pratibha Parmar and starring Shelley Conn

Nina Shah is a feisty young Indo-Scottish woman with an identity crisis. When her father dies suddenly, Nina is forced to return home and run the family-owned Curry House. This reunites her with her childhood friend Bobbi, a Bollywood drag queen and brings her face to face with Lisa, a dynamic young woman who part owns the restaurant. Nina embarks on a personal mission to win the 'Best of the West' curry competition, the top award in Indian cuisine. But Nina's feelings are thrown into turmoil when she realises that she is falling in love - with Lisa! Can she win both prizes?

From the above stimulus material and from your own case studies, answer the following question:

How can film-makers attract audiences to UK films?

WELSH JOINT EDUCATION COMMITTEE
General Certificate of Education
Advanced Subsidiary/Advanced



CYD-BWYLLGOR ADDYSG CYMRU
Tystysgrif Addysg Gyffredinol
Uwch Gyfrannol/Uwch

422/01-A

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Hollywood and British Cinema**

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**RESOURCE MATERIAL
FOR USE WITH QUESTIONS 2 AND 3**

ITEM A: Resource Material for use with **Question 2.** The material consists of items taken from *Vertigo Films*' website for their low budget thriller, *London to Brighton* (2006).



"THE BEST BRITISH FILM OF THE CENTURY" THE BIG ISSUE
London to Brighton wins Stella Artois Best Feature at the Seagate Foyle Film Festival

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VERTIGO FILMS

LONDON to BRIGHTON

Wednesday November 8, 2006
 Excellent screening at the Leeds International Film Festival on Monday (8th Nov) night. The cinema was packed, lots of people stayed around after the screening for the q&a, and the film will now be brought back by the Leeds Film Festival for a third screening due to public demand on Sunday 11th November.

Wednesday November 8, 2006
 LONDON TO BRIGHTON is reviewed in sight and sound and film review, both of which are now on sale.

Wednesday November 8, 2006
 Paul Andrew Williams will be touring the country with LONDON TO BRIGHTON in November and December. Information on Paul's presence at regional festivals in the next two weeks can be found by going to the festivals page.

– from *12b-themovie.co.uk*

ITEM B: Resource Material for use with **Question 3**. The material is taken from an online article on Hollywood Remakes (www.slate.com, posted Dec 2005).

Been There, Seen That

Why is Hollywood so obsessed with remakes?



King Kong (2005)



The Producers (2005)



Fun with Dick and Jane (2005)

Hollywood studios have been turning increasingly inward for inspiration. **Multiplexes were deluged with remakes this year**, with three retreads rolling out in the last nine days alone—*King Kong*, *The Producers*, and, yesterday, *Fun With Dick and Jane*. It caps off a year when the **major studios have delivered moviegoers 14 remakes of their own films**, up from just four in 2000. These have ranged from the well-known, like *Charlie and the Chocolate Factory*, to the obscure, like *Yours, Mine and Ours*, based on a 1968 Lucille Ball and Henry Fonda film.

That's not counting **movies poached from other countries**: *Dark Water* starring Jennifer Connelly was based on a Japanese horror film by Hideo Nakata; the Drew Barrymore-Jimmy Fallon romantic comedy *Fever Pitch* was based on a British original. Nor does it count the abundance of TV shows that found their way onto the big screen this year, like *Aeon Flux*, *Serenity*, *The Dukes of Hazzard*, and *Bewitched*.

In 2006, you'll see updates of *The Pink Panther*, *The Shaggy Dog*, *Flicka*, *The Poseidon Adventure*, *Charlotte's Web*, *Last Holiday*, *When a Stranger Calls*, and *Miami Vice*. 2006 will feel like déjà vu all over again.

- Gabriel Snyder, www.slate.com/id/2133065, posted Dec 2005