



**GCE AS/A level**

1182/01

**FILM STUDIES**

**FM2**

**British and American Film**

A.M. MONDAY, 14 May 2012

2½ hours

#### **ADDITIONAL MATERIALS**

In addition to this examination paper, you will need:

- Resource material
- a 12 page answer book.

#### **INSTRUCTIONS TO CANDIDATES**

Use black ink or black ball-point pen.

Answer **three** questions, **one** from each section.

Write your answers in the separate answer book provided.

#### **INFORMATION FOR CANDIDATES**

Each question carries 40 marks.

The number of marks is given in brackets at the end of each question.

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

**FM2: British and American Film**

Answer **three** questions – **one** from each section.

**Section A: Producers and Audiences**

Choose **one** question from this section.

**Either**

1. Study the items in **Part A** of the resource material, which include:

- Cinema Exhibitors' Association news release, January 2011
- Fans' and a manager's view of their local 'indie' cinema
- An internet TV executive's blog.

Use this material, together with your own studies, to answer the following question:

**Why are cinemas still important for both audiences and producers?** [40]

**or**

2. Study the items in **Part B** of the resource material, which include:

- Poster for *Cowboys & Aliens*, released in 2011
- Extract from a blog discussing film genre
- Forum discussion on movie genres.

Use this material, together with your own studies, to answer the following question:

**How important is genre for audiences and producers?** [40]

**Acknowledgements:** WJEC has attempted to trace all copyright holders and to obtain their permission for the use of resource material items. We would be grateful to be notified of any omissions.

### Section B: British Film Topics

*Choose one question from this section.*

#### British Film and Genre

*You should discuss a minimum of two British films in your answer and base it on one of the following: Horror or Comedy.*

#### Either

3. How far are the storylines in the films you have studied for this topic typically British? [40]

or

4. How are **either** female **or** male characters represented in the horror **or** comedy films you have studied for this topic? [40]

#### British Film and Stars

*You should discuss a minimum of two British films in your answer and base it on one of the following: Julie Christie or Ewan McGregor.*

#### Either

5. What are the star qualities that your star brings to the roles they play in your chosen films? [40]

or

6. In what ways does your chosen star offer particular representations of gender in the films you have studied? [40]

#### British Film and Production Companies

*You should discuss a minimum of two British films in your answer and base it on one of the following: Ealing Studios or Working Title.*

#### Either

7. In what ways does your chosen production company use similar storylines across its films? [40]

or

8. How far does your chosen production company show particularly 'British' messages and values in the films you have chosen? [40]

**British Film: Cultural Study**

*You should discuss a minimum of two British films in your answer and base it on one of the following: **Swinging Britain 1963-1973** or **Thatcher's Britain: the 1980s**.*

**Either**

9. How far are the choices made by the characters in the films you have studied influenced by other people? [40]

**or**

10. How are gender differences represented in your chosen films? [40]

**British Film: Social-Political Study – ‘Living with Crime’**

*You should discuss a minimum of two British films in your answer.*

**Either**

11. How far do the opening sequences of the films you have studied for this topic introduce their key messages and values? [40]

**or**

12. How do men **and** women respond to crime in the films you have chosen for this topic? You may wish to focus on **one** key male **and** female character from each of your chosen films. [40]

**British Film: Identity Study – ‘Borders and Belonging’**

*You should discuss a minimum of two British films in your answer.*

**Either**

13. ‘The way the narrative is constructed forces you to sympathise with the main character.’ How far is this true of the films you have studied for this topic? [40]

**or**

14. How are authority figures represented in the films you have chosen for this topic? [40]

**Section C: American Film – Comparative Study**

*Choose **one** question from this section.*

*You should discuss a minimum of two American films in your answer.*

**Either**

15. How do key sequences from your chosen American films reinforce their messages and values? [40]

**or**

16. ‘Films always reflect the times and places in which they are made.’ How far is this true of the American films you have studied for this topic? [40]



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**RESOURCE MATERIAL FOR USE WITH SECTION A**

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01A/01

**Resource Material: Part A**

Study the items in Part A of the resource material for use with **Section A, Question 1**.

**Item 1: Extract from Cinema Exhibitors' Association news release, January 2011**

### 2010 another strong year for UK cinema

**Cinema Admissions  
2000-2010**

Year	Admissions (millions)
2000	142m
2005	164m
2010	169m

Source: Nielsen EDI

**Cinema admission figures just released for 2010 show that it was another strong year for UK cinema-going. This continues the upward trend in cinema admissions over the last decade.**

Cinema UK's report stated that 2009 was going to be tough to follow, in particular given the incredible success of *Avatar*. To see nearly 170 million cinema admissions is a huge achievement.

During 2010, 3D continued to be a major reason for increased admissions. Films such as *Inception*, *Alice in Wonderland*, *Toy Story 3* and the first (2D) instalment of *Harry Potter and the Deathly Hallows* engaged and entranced audiences.

– adapted from Cinema Exhibitors' Association news release,  
January 2011

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## Item 2: Fans' and a manager's view of their local 'indie' cinema

### WHY WE LOVE OUR 'INDIE' CINEMA



'When you go to a cinema, you are sitting in the dark, there is a hush as the curtains open and then the music begins. It's almost a religious experience.' So said young cinema-goer, Darren, about his local cinema in Penrith, a small town in England.

His friend Mary added, 'I love having a cinema in my local area that I can go to each week.'

The cinema manager, Angela, emphasised that:

'We are an independent cinema. We don't just go for the films that sell the most Pepsi and popcorn but we have shown good profits. Despite Blu-Ray and home cinema there is still something to be said for going to your local cinema.'

– adapted from a news item (*News and Star*, 12 Jan 2011)

## Item 3: An internet TV executive's blog

In his blog, Mark Cuban, an internet TV executive for High Definition television network HDNet, says that Hollywood's distribution system requires the following radical changes:

- Do away with advance cinema release
- Enable consumers to buy a movie 'how they want it, when they want it and where they want it.'
- Make movies available simultaneously on cable television, DVD and in movie theaters.

– <http://blogmaverick.com/>

**Resource Material: Part B**

Study the items in Part B of the resource material for use with **Section A, Question 2**.

**Item 1: Poster for *Cowboys & Aliens*, released in 2011****Item 2: Extract from a blog discussing film genre**

- Modern films often mix genres but traditional genre films still have dedicated fans that support them in magazines and websites.
- Film genres are very useful in marketing. Films that are difficult to categorise into a genre are often less successful.
- Hollywood story consultant John Truby says: ‘Successful scripts which know how to use and go beyond genre conventions can give the audience the sense of originality and surprise.’

– akea3315.blogspot.com

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### Item 3: Forum discussion on movie genres

## Comedy and Action Adventure – top genres with the highest market share

Top Genres in US cinemas (1995 to 2011)			
Genre	Films	Average Earnings per film	Market Share
Comedy	2,050	\$27m	36%
Action Adventure	1,003	\$66m	30%
Drama	2,941	\$11m	18%
Thriller	514	\$28m	8%

### Forum Discussion

**Wishwriter** 9:27 am

This chart proves it - Comedies rule! Everybody loves a comedy, that's why they sell.

**SonofScorsese** 10:09 am

A straight action movie with no comedy or romance would be boring.

**Plainjane** 10:30 am

Genres make choosing films easier though. How else would I get out of the video store in under an hour?

**Tarantinofangirl** 10:41 am

Sometimes I choose a film because of its genre but mostly because of who has made it.

**Indiekid** 11:01 am

I don't want to watch predictable films. I want movies that surprise me!

– adapted from [www.madmind.de](http://www.madmind.de)