

G322 June 2010
Examiner Comments 62/100

Question 1 (29 marks)

The candidate's response begins with a contextual introduction on representation with analysis focussing on character stereotypes. This is integrated with some analysis of camera shots and angles, along with analysis of the male dominance in relation to mise en scène on page 4/5. The analysis of gender is not always embedded with technical analysis, which the question demands; therefore it is meeting a low level three for the example/analysis and argument descriptor. There is sustained analysis on gender and mise en scène throughout and across a range of examples. There is clearly an omission on the analysis of sound and editing which is an imbalance in the candidate's answer. The candidate gained a low level three response for explanation/ analysis and argument and a top level two mark for the use of examples. The use of terminology was mostly accurate.

Question 2 (33 marks)

The candidate answered the question on Film and begins with a statement on Warp Films and British Cinema. In the second paragraph, the candidate attempts to support the argument that digital technologies are beneficial to the film industry. There is a focus on the technology used, e.g. HD cameras and an argument made of how these benefit independent film companies. This argument meets a low level band three, it is proficient, but at the same time limiting and perhaps restricted in terms of the plethora of opportunities that exist to address this question.

The candidate not only considers the impact that digital technology has on production for independent companies, but also addresses the topic of distribution. Although restricted in address of the question of distribution – focusing predominantly on marketing, there is a sound attempt to sustain an argument and address the question set. This is continued in discussion of exhibition of films and the advantages for independent film companies providing a balanced and proficient response to the set question – even considering the impact these technologies have upon audience consumption. The use of terminology is mostly accurate.

Candidate Answer

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Section A (29/50)

The extract constructs the representation of gender in many different types of ways. Commenting on the characters I noticed that many of them were stereotyping, reinforcing and challenging the view on man and woman.

The man who at the beginning is working in the woods with this blonde woman in a tractor I feel is reinforcing type male of a 'manly' and 'brave' type. At first he is seen walking across the camera carrying wood with dirt covering him. I feel this straight away gives an example of how this man is and how he is reinforcing the idea of a typical man. When the saber tooth comes out and runs towards the man there is a low angle shot of him in a muddy hole which gave the impression that the saber tooth had power over him and this typical manly stereotype challenged this view of him from this low angle shot. However, throughout the extract he does reinforce the idea of a brave man with how he distracts the saber tooth by calling it over to save the woman and then I felt was represented as a brave man with the way the camera was panning across a rope he was sliding down showing all the ground beneath him and how high up he was. I feel that this character is a typical example of a brave man stereotype and also the mise en scene he was present in was always outdoors and dirty with this surrounding him. Also his clothes were the same, covered in filth and going through the hole digging with his bare hands. When the saber tooth was chasing him the sound used was of an action type sound. Music I felt making this character yet again seem brave and strong minded representing himself in this way.

The blonde woman in the extract 'abbie' was the challenging the concept or idea of all stereotypical women. The way she was dressed first of all was very dark with a jacket and trousers when a woman would normally be seen in more feminine type clothing. Also her hair was short challenging the ideas and when she was being attacked by the saber tooth she was fighting back in a tractor which is unlike a typical woman. She also acted throughout the extract bravely and never frightened or showing any emotions. I also noticed how a lot of the time she was in a two shot with other men giving an impression to the audience that she acted very similarly to the men in the extract. She also shot the saber tooth which is again challenging the idea of a stereotypical woman. She also held a gun to the violent character at the end showing braveness and a masculine type image of her. However I also noticed that she did reinforce the idea of a stereotypical woman with how she was wearing make up and she had a girly type name 'abbie'. The mise en scene I felt was very dark and dirty for a stereotypical woman to be involved in, this challenged the idea again. The music that was playing in the extract when the saber tooth was attacking I felt gave again a feel of action and gave an impression abbie in a brave way. I found another reinforcing character of stereotypical man, being the violent man at the end 'Mr West'. He was a very manly looking character with his sense of dress and where he was in the mise en scene was very dark and grotty giving an idea of this man's personality. He was come across as a very violent man towards women especially as he was seen threatening a woman in his dark deadly hut with a gun. He gave the impression that he was a control freak and trying to gain power. This I felt gave an older look at a stereotypical male. The way in which he didn't accept this woman talking to him. A medium close-up of this man just before he threatened the woman showed a nasty and violent type look of a man. When the other characters came in to save the woman this showed a coward of him and he let go of his gun. I feel this man was represented as a cowardly violent and threatening man also trying to show this with having violent dogs. This is a stereotype of a man to a certain extent I feel.

The woman who was threatened by this violent man I feel was a stereotype of an well looked after woman and reinforcing this idea the way in which she said 'this is my best coat' showing she is a typical lady and how she did not fight back when she was threatened. I also feel she challenged this idea though with how she was making a deal with the violent man acting not scared and confident of herself. The mise en scene of the area yet again challenged this idea with how this place did not suit her and why she was in this violent man's grotty hut.

Another challenging character was the man with the pink t-shirt. I felt challenged the idea of a manly man by wearing pink but reinforced the idea of man when at the end he was threatening the violent man with a shovel showing bravery.

EAA 13

EG 11

T 5

(29)

Section B Film 33/50

The continuing development of digital media technologies give many different types of opportunities for institutions and audiences.

I am going to answer this question referring to my case studies on Working Title which is a British film company that started as an independent company (owned by media conglomerate Universal) and my other Warp Films which is a British independent production company. I am going to answer in the style of production, distribution and exhibition.

I feel digital media technologies really does help nowadays or in the modern age as this has advanced so greatly over the past few years. For production there are new technologies to film on line HD cameras which therefore independent companies like Warp Film can afford to shoot film. These are high quality cameras that are digital and therefore give a incredible effect for the picture quality and more. These cameras allow independent film companies like Warp to compete with mainstream film companies like Working Title so that they have a chance. Obviously Working Title can afford much more hardware and software to shoot a film and create a film where Warp wouldn't as it is not owned by a multi media conglomerate like Universal. I feel the main advantage of these digital HD cameras is that they give independent companies a chance like Warp and there are other institutions that help out like Screen Yorkshire having digital screens for these films to be shown on without having to pay for prints of film.

For the distribution part I feel that Working Title have a greater advantage in advertising and marketing their films as they are owned by a multi media conglomerate Universal can pay for poster, magazines, newspapers. This is known as above the line advertising where only these big companies can afford it. Warp will mostly rely on below the line advertising as these are things like word of mouth and film review which are free. These can sometimes help out independent companies without being able to afford above the line advertising. Just like Warp had a success of below the line advertising with the film 'This is England' 'Sean Meddows' they originally opened their film in 112 cinemas and because of below the line advertising the popularity grew so they opened in a further 100 screens. This goes to show that digital media technology is not needed sometimes to make money for these independent companies and they don't always have to rely on them.

For the exhibition part I do feel that Working Title do have an advantage again as they can afford to make there high bufget feature films of £35 million before consulting with Universal that have special like 3D that attract audiences not just domestically speaking but also internationally. They can also afford websites for their films that audiences can go

to find the movie soundtrack and trailers. However continuing development of digital media technology can allow independent film companys to put films online without distributing them and get known this way also or be watch online. Those digital screens that have been made yet again allow independent films to show their films without having to pay for prints. I really do feel this is really helping independent films out in exhibiting their films without costing them a fortune.

I really do personally feel the continuing development of digital media technology can really helpout independent film makers and also the audience. I feel that the audiences can now become producers as there are so many ways of being able to make films now and as cameras are not that expensive which audiences can purchase, create a film and put it on the internet and get known this was, just how Paranormal Activity did. Obviously this doesn't help out Working Title greatly as they can afford everything they need even as all there 95 films has made Universal £4.5 billion dollars.

EAA 13

EG 14

T 5

(33)

Total Paper 62