



GCE AS/A level

1182/01

FILM STUDIES – FM2
British and American Film

A.M. TUESDAY, 13 May 2014

2 hours 30 minutes

ADDITIONAL MATERIALS

In addition to this examination paper you will require:

- 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:

- How Audiences use Social Media (screendaily.com)
- Social media and marketing (mashable.com).

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

How important are social networks to producers and audiences as a form of film promotion? [40]

Or,

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

- Visual Effects at the Oscars (aceshowbiz.com)
- The Blair Witch Project – a classic cult horror film (joe.ie).

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

‘Visual effects are a main attraction for audiences.’ How far do you agree with this statement? [40]

Acknowledgement: All resource material has been sourced on the credited websites in January 2013 and is reproduced under the provision of ‘Fair Dealing’ UK

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 do you think the films that you have studied for this topic are typically British? [40]

Or,

4. How are key male characters represented in the 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 do you consider are the particular qualities your chosen star brings to the films you have studied for this topic? [40]

Or,

6. Using key sequences from the films you have studied for this topic, explore how your chosen star represents gender. [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. 'Film production companies often make films in the same genre.' Based on the films you have studied for this topic, how far do you think this is true? [40]

Or,

8. How similar are the messages and values of the films you have studied for this topic? [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 important is conflict in the narratives of the films you have studied for this topic? [40]

Or,

10. With reference to key sequences, show how filmmakers represent aspects of society in the films you have studied for this topic. [40]

British Film: Social-Political Study – Living with Crime

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

Either,

11. Show how key sequences convey the main messages and values of the films you have studied for this topic. [40]

Or,

12. In the films you have studied for this topic, how do the filmmakers show male and female characters reacting to their situations in different ways? [40]

British Film: Identity Study – Borders and Belonging

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

Either,

13. How far are the main characters represented as 'outsiders' in the films you have studied for this topic? [40]

Or,

14. How important is the idea of borders in the films you have studied for this topic? [40]

Section C: American Film – Comparative Study

Choose one question from this section.

You should discuss two American films in your answer.

Either,

15. Compare how far the closing sequences of the American films you have studied for this topic confirm their messages and values. [40]

Or,

16. Compare how far the actions of the main characters are influenced by the times in which the American films you have studied were made. [40]

END OF PAPER



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Resource Material for use with Section A

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Resource Material: Part A

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

Item 1: How Audiences Use Social Media (screendaily.com)

New research shows surprising findings about how audiences use social media.



New findings from market research company *Film360* has shown that film audiences are using different social networks in very different ways and film producers are having to quickly understand how to exploit these uses. Some key findings included:

- YouTube was the favourite for viewing trailers and was an important link to official film websites.
- Twitter was seen as the best way to exchange gossip and get exclusive information. It was used to follow stars and filmmakers by fans.
- Facebook was used for sharing information and engaging with films in more social ways.
- Those who use social media go to the cinema five times more per year than the average filmgoer.

Kathryn Winter from *Film 360* commented: 'Social media contributes to the whole life cycle of films, from pre-release to DVD reissues, but are more used by blockbuster fans. Indie fans seem to be more influenced by online reviews and information but as a rule do not want to watch films online.'

www.screendaily.com, 31 January 2012

Item 2: Social media and marketing (mashable.com)

Social Media is changing the promotion of films

It used to be that you had to go to the cinema to see trailers for upcoming films but now film producers are taking to Facebook and Twitter to debut their latest trailers. From self-funded independent projects to big-name Hollywood blockbusters, the movie industry has embraced social media.



Going Viral

One of the most interesting marketing trends has been the rise of viral, fake campaigns.

For *Toy Story 3*, Disney and Pixar created fake toy adverts for Lots-o'-Huggin' Bear, one of the new characters in the film, to make it look like the toy had really existed in the past.

The Age of the Facebook App

Facebook is a great way to connect with consumers. For movie studios, Facebook also offers a way to engage audiences. Disney created a facebook app for *TRON: Legacy* called the TRONiVerse. The app is still active; it pulls in posts, videos and photos from various social networks, displaying them in an interactive grid.



– mashable.com

Resource Material: Part B

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

Item 1: Visual Effects at the Oscars

Life of Pi wins Best Visual Effects at the 2013 Oscars



Ang Lee's **Life of Pi**, which has grossed over \$580 million worldwide, won in the categories of Best Cinematography and Best Visual Effects.

'The film convinces the audience to accept something as real that is not real,' said visual effects supervisor Bill Westenhofer. 'That's the magic of visual effects.'

Other nominees included **Prometheus** and **Snow White and the Huntsman**.



In recent years CGI, Green-screen technology and other aspects of visual effects have developed quickly and become important aspects of many high budget movies. In his acceptance speech director Ang Lee said, 'VFX artists are more than just technicians.'

– www.aceshowbiz.com/news

Item 2: The Blair Witch Project – a classic cult horror



In 1999 **The Blair Witch Project** terrified audiences with low budget but inventive filmmaking. Daniel Myrick and Eduardo Sanchez produced the most profitable film of all time by creating a psychological horror film that convinced the audience that what they were witnessing was real. They did that, not by the use of expensive visual effects but by using documentary-style filmmaking and a creative twist on the Horror genre.

They achieved their results on a budget of just \$20,000 and brought “found footage” to the masses. The film remains a cult classic today.

– www.joe.ie

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