

Guinea Pig 5: Excellence

Question One: Conventions

Genre Named: Horror

Convention Named: Location/Lighting

Four texts are used, The Shinning, Frankenstein, Scream and Psycho. The texts are used to support analysis and the candidate does not get sidetracked by writing too much detail of the texts.

This candidate clearly understands what is required for excellence and uses phrases like-

"new dimensions" The candidate clearly links back to audience and analyses the implications of the convention in the life of the viewer. The candidate understands the Genre and discusses *"tradition"*. The candidate keeps coming back to the implication of the convention use for the viewer and the genre. There is also a good comparison when the student writes *"the same sense of..."*

A second convention is named. The use of killers.

Again the candidate has a sound knowledge of the genre and uses multiple texts. Frankenstein, Psycho, Halloween and Scream. The candidate links to wider society and analyses the casting of Perkins in Psycho. The candidate clearly understands what is at the core of the genre in terms of Emotions and conceptual-thematic ideas, Fear, Inhumanity, trust.

Both conventions are responses at Excellence.

Question Two: Developments

Two Developments named- the role of women in Horror and the increasing use of gore/violence in Horror.

The candidate gains excellence through a comparison of two texts, using ideas about the Genre in terms of *"Turning Points"*. The candidate also discusses the impact of this shift in direction of the genre. This candidate knows the genre and returns the discussion back to traditional elements of the genre.

Trends in the genre are discussed.

Comparisons between early and modern periods of the genre are analysed.

There is also a thoughtful discussion on the impact on the shifting values around violence on screen for society today.

This response is clearly at Excellence.

Level 2 Media Studies, 2006

90279 Demonstrate understanding of a media genre

Credits: Three

9.30 am Monday 20 November 2006

Check that the National Student Number (NSN) on your admission slip is the same as the number at the top of this page.

You should answer ALL the questions in this booklet.

If you need more space for any answer, use the page(s) provided at the back of this booklet and clearly number the question.

Check that this booklet has pages 2–10 in the correct order and that none of these pages is blank.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.

<i>For Assessor's use only</i>		Achievement Criteria			
Achievement		Achievement with Merit		Achievement with Excellence	
Describe codes / conventions associated with a genre.	<input checked="" type="checkbox"/>	Explain codes / conventions associated with a genre.	<input checked="" type="checkbox"/>	Analyse codes / conventions associated with a genre.	<input checked="" type="checkbox"/>
Describe developments in the genre.	<input checked="" type="checkbox"/>	Explain developments in the genre.	<input checked="" type="checkbox"/>	Analyse developments in the genre.	<input checked="" type="checkbox"/>
Overall Level of Performance (all criteria within a column are met)					<input type="checkbox"/>

You are advised to spend 60 minutes answering the questions in this booklet.

Identify a media genre you have studied.

Media genre:

Horror Genre (1)

QUESTION ONE

Analyse the use of TWO codes/conventions associated with this genre.

You should describe each code/convention, explain its use, and analyse its effect in the genre.

Support your answer with at least ONE specific example for each code/convention.

Code/convention One (2)

Location use and lighting associated with this are often seen as essential elements of the horror genre, adding greatly to the audience's reaction to and fear of the piece. Stereotypically horror settings are dark and often filmed at night which encourages primal fear of the dark and abandonment in viewers, however in more recent films, such as "The Shining" (3) and "Scream" many scenes are filmed in daylight which adds a new dimension of fear to the film as the viewers feel that they are no longer safe, even when they are able to see their attackers. Darkness and low key lighting helps to create a sense of unease and uncertainty as threats are able to remain hidden, and shadows created can make normal, everyday objects seem warped and menacing. This in turn links to the target, teen audience of many modern horror films who often watch films at night, allowing them to envision the same events and figures appearing in their own lives. Locations themselves also add to this method of bringing fear into reality as they allow us to envision the same events happening to us. While in earlier horror films, such as James Whale's 1931 film "Frankenstein" (3)

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Identify a media genre you have studied.

Media genre:

Horror Genre (1)

QUESTION ONE

Analyse the use of TWO codes/conventions associated with the genre.

You should describe each code/convention, explain its function and how it contributes to the genre.

Support your answer with at least ONE specific example from a film or TV programme.

Code/convention One (2)

Location use and lighting associated with the horror genre are essential elements of the genre.

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new dimension of fear to the films

Genre discussed
ie → analysed
For Excellence
- new dimension (4)
- links to audience

from to emission the same as their own lives. Location the method of bringing fear into emission the same events in horror films, such as J

Genre named (1)
Horror

← convention named (2)
location/lighting

texts used
The Shining (3)
Frankenstein
Scream
Psycho

Clear knowledge
of texts. (5)

- texts support
Analysis rather than
a lengthy
description

modern
g
reg in
is
to
critic
Frankenstein (3)

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4 6

settings ~~are~~ represented what was traditionally seen as frightening old, isolated castles, haunted houses ~~as~~ simply environments which were alien to viewers. These environments triggered fear in the audience as they began to associate them with danger and supernatural occurrences, however they also served to comfort as viewers were able to leave the theatre and such "scary" locations behind as they were so different to anything they trusted as "safe". In more recent years film makers have worked to create horror films in more recognisable locations which create a false sense of security for the viewer and adds a further degree of shock for the audience when they see crimes committed in locations which they themselves know and frequent. This is shown particularly in "Scream" ¹³ which is largely filmed in suburbia, but where the killers manage to remain undetected. The film focuses largely on making certain aspects of the genre, in particular views that certain locations will ensure safety, in order to create added fear in the audience who begin to realise that nowhere is particularly safe.

7

The sense of isolation and helplessness, for both characters and the audience, which is created by the use of location and lighting in the horror genre adds greatly to our own fear and serves to bring horror into our own lives as we are forced to question whether we would be able to survive such attacks unaided. We rely greatly on other authoritative figures for safety, but when ~~the~~ physical isolation and isolation within towns are breached in horror films this creates a sense of unease in our own lives, as we can no longer rely on technology and police to rescue us. Killers are often hidden by location and there is the sense of an inability to escape in horror film which makes it particularly frightening. This is shown in Alfred Hitchcock's "Psycho" when the main

3

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Code/convention Two

8

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The use of killers who are either physically or hypothetically marked with a second layer to their personalities is a relatively new addition to the genre, however the idea that they are unhumanlike has always remained an essential part of creating fear of a killer as there is a sense that they have an advantage over good people which may allow them to perform evil deeds. Killers often represent the unknown or ideas which are generally feared by the populace. In Frankenstein for instance there is the suggestion that Dr Frankenstein was attempting to "play God" and recreate human life from cadavers. He succeeds in creating a monster, that, while it is technically made up of human parts, resembles a ~~horrible~~ horrifying image of a man. There is a sense that it is made up of all the bad parts of humankind so that it contains levels of evil never before seen in creatures. This shows a fear of the unknown extent to which science extends and what it may give people the ability to do, should it fall into the wrong hands. In "Psycho" the killer Jacques is humanoid but his schizophrenia makes him seem strange and unnatural. Norman Bates hides behind the "mask" of his mother's persona which allows him to commit murder yet remain unaware that he has done so. He seems relatively normal, which creates fear in the audience as they can envision the possibility of people like Norman entering their own lives and escaping detection by societal prejudice. This feeling would have been particularly strong for the viewers of the 1960s as the actor who played Norman was a famous and popular, especially with teenagers, and the skill with which he wore his "mask" of his mother's clothing and took on her personality was frightening. This also adds to the common idea that humans must wear a "mask" of evil or

10

Code/convention Two

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8
2nd convention named

Texts used

9
Frankenstein
Psycho
Halloween
Scream

For ex.

links to wider society popular culture

→ Analysis of 'common idea'

so. He seems audience as they entering their prejudice. This the viewersch as a famous skill with clothing and also adds to

take on an evil persona in order to do evil deeds as they are not naturally capable of such actions.

Physical masks are also used in "Halloween" and "Scream" to add to a sense of anonymity of the killers. This creates fear in the audience as there is the sense that they may be able to evade capture and remain at large in the community. Masks themselves can also be frightening as they are expressionless and do not convey the true emotion of those behind them. There is a sense that they may watch their victims while the victim cannot in return see who they are. They are cold-blooded and create a fear in viewers that such killers might be anyone, even figures in their society or surroundings whom they love and trust. This is reinforced in "Scream" as the killer turns out to be Sidney's best friend and close friend, whom one does not expect to do such a deed. We pity their victims and the sense that these are random acts of violence rather than revenge for any particular fault their victim might have, and also feel that we can trust no one in our own lives as anybody is capable of such evil. This is in keeping with new views that killers must be whom we least expect to do such a deed, rather than being a stereotypical figure whom we can instantly recognise. They are definitely inhumanlike, however the reasons for their inhumanity are becoming harder to recognise physically, which creates concern in the audience as they could potentially be anywhere around us.

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11

Analysis of key genre ideas:
fear
inhumanity
lack of connection (trust)
Core genre values or emotions are

deed.
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fault
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out. This
least
typical
itely

We pity their victims and fear victim might have, an in our own lives as we is in keeping with new figure whom we can identify with humanlike, however the reasons for their actions are bearing harder to recognize physically, which creates concern in the audience as they could potentially be anywhere around us.

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QUESTION TWO

"Genres, including their associated codes/conventions, develop in response to many influences, such as changes in society, audience tastes or technology."

Analyse TWO developments in the genre you selected on page 2.

For EACH development, support your answer with specific examples from at least TWO texts.

You could consider such things as:

- why/how these developments occurred
- how these developments have affected the genre
- ways in which changes in society, changes in audience tastes and/or changes in technology have influenced developments.

2) Women's position in society changed greatly over the 20th Century and naturally their character and influence in the horror genre changed to reflect this. They have moved from helpless victims of cruel killers to strong protagonists (in some cases) and even the killers themselves. In the 1930s, when James Whale made "Frankenstein", women were seen as weaker both emotionally and physically than men and there was a strong masculine instinct to protect them and ensure that they were not harmed. Whale's character of Elizabeth reflects this view, she is young, beautiful and virginal, weaving her wedding dress and flowers when she is "attacked" by the monster. She screams loudly and is rescued accordingly then faints away. There is the sense often in earlier films that the evil monsters wanted to take the beautiful young women as their brides, as if to implant themselves with some of their goodness, but this simply added to the audience's sympathy for the monster and sympathy for the film's main characters. Men in the audience would have felt indignation and a need to protect the young heroine while women would be terrified at the thought of such an action occurring in their own lives. Incidentally, most viewers of film at the time would have been relatively middle class or well off so would be able to ~~sympathise~~

QUESTION TWO

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Analyse TWO developments in the genre you select

For EACH development, support your answer with

You could consider such things as:

- why/how these developments occurred
- how these developments have affected the genre
- ways in which changes in society, changes in technology have influenced developments.

Developments

- Women in ⁽¹²⁾ Genre
in Society

- Core violence.

Women's position in society changed naturally their character and roles to reflect this. They have moved from weak to strong protagonists (in some cases) and even the killers themselves. In the 1930s, when James Whale made "Frankenstein", women were seen as weaker both emotionally and physically than men and there was a strong masculine instinct to protect them and ensure that they were not harmed. Whale's character of Elizabeth reflects this view, she is young, beautiful and virginal, wearing her wedding dress and flowers when she is "attacked" by the monster. She screams loudly, faints away. There is a sense that the evil monsters wanted to take brides, as if to implant them, but this simply added to the sympathy for the film and the audience would have felt it was a young heroine while women such an action occurring in film and lives. Incidentally, most viewers of film at the time would have been relatively middle class or well off so would be able to ~~strong~~

Useful comparison

Frankenstein
Psycho.

(13)

13

sympathetic with such young women and would have been exposed to less violence towards women in their own lives, making these acts seem more cruel and threatening.

While in earlier films female protagonists were not seriously harmed by their attackers, Hitchcock's "Psycho" added a new dimension to the position of women in horror by killing off the main character of Marion early in the film. Such a brutal killing of a young woman was shocking for viewers as it would not have been expected, and thus added to the film's significant impact upon the genre and its audience. However, Hitchcock used Marion's promiscuity and lack of virtue to explain the reasoning for her death, which created a strong sense of outrage but ~~was~~ was understandable to the audience at a time. This reflected society's strong moral base in the 1960s but also showed how the genre's treatment of women changed as they became seen as just as capable of "sin" as men were. This also added to the impact of horror as it now meant that women were not excused from attack and added a dimension of uncertainty to life. Women in the audience would have felt they had reason to fear in their own lives and men's strong belief in moral steadfastness would have increased.

Such instinctual feelings of male protectiveness over female victims are however still enforced today, as is shown in "Scream" when the character discusses who the killer may be at school. While the female character in the film is strong and able to outwit the killer several times, when the theory that "the killer might easily be female" is instantly dismissed by one of the males present, saying "it takes a man to do something like that". "Scream" reflects the modern view that anyone may be the victim of such a crime, however the female characters

CTD Extraper

sympathetic with such young women and would have been exposed to less violence towards women in their own lives, making these acts seem more cruel and threatening.

While in earlier films female protagonists were not seriously harmed by their attackers, Hitchcock's "Psycho" added a new dimension to the position of women in horror by killing off the main character of Marion early on. The death of a young woman was something that would have been expected, and thus had less of an impact upon the genre and its conventions. Marion's promiscuity and lack of a male protector for her death, which created a

16

For ex.
Discussion of turning points in genre
new thesis

16

14

-Discussion on impact of genre
For ex.

14

of "M" as "man" used. This also was as it now meant that women were not just victims but also perpetrators and added a dimension of complexity to the genre. The audience would have felt that women were no longer just victims in their own lives.

While this candidate discusses the development of women, turning points etc... they return to a position of tradition in the genre -> Ex.

15

15

Such individual feelings of sympathy for victims are however still enforced when the character discusses with the female character in the film. The killer "several times, when he is seen by the female" is instantly discredited, saying "it takes a man to do something like this".

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Extra paper for continuation of answers if required.
Clearly number the question.

Assessor's
use only

Question
number

1, ^{convention} characters, Marion, is lured to the old Bates Motel, where she is eventually murdered. There is a sense that she is unable to escape and aid will not come to her in time. The same sense of physical isolation is created in "The Shining" when the family is trapped in the Overlook Hotel over the winter, with cut off communication with the outside world and unable to escape due to the snow. The sense that technology and aid is unable to save you leads to the audience not experiencing full cathartic release at the film's conclusion as there is no sense of finality, ~~and~~ and fear is still able to infiltrate their own lives through a false reliance on such safety measures.

17

2. Continue to scream in fear when they encounter the killers and still need protection from males present. This reflects the societal view that though both sexes are equal under law, females still need some male support and protection, and it is instinctual for males to do. It is still a shock when a female is injured by a killer and their deaths create anger and outrage in the audience.

19 Another development within the genre is that films generally seem more gory and violent than they were previously. As we become more desensitized as an audience and the world around us becomes more violent, we require more gore and violence to become scared. This trend ¹⁸ has shown in the period after World War Two when horror films became less popular. People felt they had enough horror and gore in their lives and favored happier, more hopeful films which encouraged

Extra paper for continuation of answers if required.
Clearly number the question.

Assessor's
use only

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For Ex. (17)
- compare
" - The same sense of - - - "

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2nd Dist (19)
gone & viole

For Ex. (18)
Trends in Genre
are discussed

as becomes more violent, we begin to become scared. This trend has led to the rise of horror films where people felt they had enough and favored happier, more hopeful

Question
number

ideas that now, because the war was over they lived in safety. So many lives had been sacrificed to achieve this safety it was felt that much of the evil must have been removed from the world during the war.

20 While in earlier films, methods of killing were restricted to stereotypical weaponry - guns, knives or sometimes simply bare hands, but as technology has advanced killers use a wide range of implements to achieve their means, for instance in "Scream" Sidney throws a television on Randy's head and in "Saw" the killer uses a chainsaw. The use of such implements alerts us to methods in our own lives which we can both use to protect ourselves and ~~use~~ which might endanger us.

20 Modern desensitisation can also stem from our exposure, through the media, to further horrors in our own lives. More violent crimes are occurring in the modern world and many ~~times~~ films, such as "Heavenly Creatures" and "Saw" are based on real events. This serves to both make films scarier and teach us of violence in our own lives. Such violent realities exist in our world and in learning about them through film the fear is carried through to our own lives. While in earlier times, when film itself was a new medium of communication, little violence and gore was required to create fear in viewers, more recently we have begun to require more to be scared, a sign of our ~~lack of~~ increasing selfishness and lack of concern for violence unless it befalls ourselves, as a society. This requirement reflects negatively upon our society. 10

OTD extra paper

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Clearly number the question.

Assessor's use only

Question number

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Comparison between early and modern cinema periods discussed.

20

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CTD extra paper

