

Guinea Pig 8: Merit

Question One: Conventions

Genre Named, American Teen Film.

Convention Named, Stock Characters.

Three texts are used Rebel Without a Cause, The Breakfast Club and Clueless. The student gives very good descriptions for achieved and takes this response up to merit because the Stock Characters in the Genre are explained. The Paragraph Beginning "*The main reason...*" begins to introduce the idea that teen films require efficient use of time and stereotypes fit and help the genre. The candidate links the convention and genre and explains in terms of audience, director and producer.

Second Convention named, Internal conflict.

Two texts are used and the examples are clear.

The response gains Merit when conflict and teenagers are linked. There is a discussion about teenagers over time and conflict evolves over time.

[It is possible to teach narrative and genre together BUT make it clear to students that Genre requires genre-specific conventions. It is possible a candidate could fall short if they are not explicit as to why a convention is **associated** with a genre.]

Question Two: Developments

Note: This is not a clearly structured response.

Developments in this response include: The rise and change in teen culture/ Identity, Technology, The shift in the role of family, The changing attitudes toward ideas; -sex and drugs and alcohol.

The student does get to merit as there is an explanation around society and standards. While at times it is thin there is mention of key times. "*With the recovering economy from World War two the youth time frame was lengthening*"

At least Two texts are used. Rebel Without a Cause, The Breakfast Club and Clueless.

Comparisons between films are made. Stronger explanations and analysis were required.

It is not sufficient to say technology has soared and therefore this is a development in the genre. The technology evidence in this response was not used for attributing a grade.

This was a low merit. The candidate could have strengthened their response by fuller explanations of why these developments occurred. Why was society more tolerant of sexuality and drug culture?

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 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 type="checkbox"/>
Overall Level of Performance (all criteria within a column are met)				M

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

Identify a media genre you have studied.

Media genre:

American teen 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

Stock character² is a convention which is used in the American teen genre. It is used throughout the genre. Stock character is the moulding of the individual. It is normally a stereotype of the typical teenager of that time. This is normally shown in the way that American high-schools do not have a uniform. Therefore the individual/groups create their own uniforms to what they are like for example rock, punk, popular. For example in the 1955 American teen film 'Rebel³ Without a Cause' directed by Nicholas Ray, we see the stock character 'The Rebel' in the beginning of the film. Jimi (James Dean) is seen stumbling around with a bottle of alcohol in his hand and he is drunk. Then ~~moves on to~~ in the next scene he gets in trouble with the authorities. Another example is of the stock character 'The Athlete (Andrew)' in the 1985 film 'The Breakfast Club' directed by John Hughes. ~~He~~ This is also seen ³ through his appearance and actions. He is seen as good looking with a muscular and broad build and he wears athletic clothing such as trainers and track suit. He is seen throughout the film excelling in boxing and American football.

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Code/convention One

Stock characters is a convention in American teen genre. It is a stereotype of the typical teenager of that time. This is normally shown in the way that American high-schools do not have a uniform. Therefore the individual/groups create their own uniforms to what they are like in American teen genre. punk, popular.

For example in the film 'Rebel Without a Cause' the stock character Jim (James Dean) is seen as a rebel. He is seen as a bottle of alcohol and he is seen as a trouble maker to the authorities. The 'Breakfast Club' directed by John Hughes. He is seen as a good looking with a muscular and broad build and he wears athletic clothing such as trainers and tracksuit. He is seen throughout the film excelling in boxing and American football.

- Genre named
① - American teen Genre

- convention 'stock characters'
named ②

Two texts used Rebel without a Cause and The Breakfast Club. ③

The Breakfast Club ③

In the 1955 film 'Rebel Without A Cause', the film was one of the first of its time to go into depth on teenage angst. Illustrating the issues of and problems of the teens of that time was aimed at the target audience - being adults and parents. The stock characters helped for this to occur.

4 The main reason for the use of stock characters in the genre ~~was~~^{is} to enable the audience to connect and quickly identify the characters and their role in the film. If the ~~p directed~~ had to firstly develop the characters, then that would take up a lot of time, before the actual narrative itself could be developed. Therefore the producer develops clichés before the narrative is developed. For example in the 1995 American teen film 'Clueless' directed by Amy Heckerling we immediately see the typical rich, blonde popular girl sitting in the cafeteria with the rest of her popular friends. She is depicted in the way she is dressed in rich clothes and sees herself as higher than others and is normally reflected as unintelligent. In one scene she asks her father for money who ~~does~~ without hesitation gives it to her. This revealed her spoilt nature.

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Internal conflict is also a clear code/convention which is used in the American teen genre. It is conflict and agnst within a person/individual. When a character is faced with a problem, where difficult decisions have to be made, this causes internal conflict. For example in the 1955 film

6) Rebel Without A Cause directed by Nicholas Ray, Jim's parents do not understand that moving him from town to town is causing great internal issues. Jim is having difficulty being accepted and making friends. He is challenged to a 'chicky run' by one of his peers. He knows that it is not the right thing to do, however if he doesn't participate he will be considered a 'chicken' and have no friends. Yet if he does he will be accepted into the 'cool group' and have friends. Jim has a difficult decision to make. Another example is in the 1985 film The Breakfast Club. 6) ~~Krs Five Teenagers~~ are on detention on a Saturday and parental these teenagers are facing trouble with finding who they are. For example Andrew the Athlete is given pressure by his father to excell in boxing. Yet this is not something he necessarily wants to do anymore. Brian the nerd is also pressured by his mother to study, study, study, however he has realised that he also wants a life of his own. Difficult decisions have to be made

Code/convention Two

Internal conflict is a convention which is used in the film. It is used when a character is faced with difficult decisions and is torn between two options. This is an example of internal conflict.

6) Rebel Without a Cause, Jim's parent moving him from town to town is causing

two texts used examples cited.

2nd convention named 'Internal conflict' (5)

[see note on problems with this convention]

Jim is having difficulty making friends. He is 'kicked out' by one of his peers. He knows that it is not the right thing to do, but if he doesn't participate he will be 'left out' and have no friends. Yet if he does he will be accepted into the 'cool group' and have friends.

Another example is in the 1985 film 'The Breakfast Club'. 6) Five teenagers are on detention on a Saturday and are facing trouble with finding who they are. For example Andrew the athlete is under pressure by his father to excel in boxing. Yet this is not something he necessarily wants to do anymore. Brian the nerd is also pressured by his mother to study, study, study, however he has realised that he also wants a life of his own. Difficult decisions have to be made.

7 The internal conflict shows the issues and problems that the teenagers are facing at the time. This is obvious to the audience. This enables the issues to be understood. For example in 'Rebel Without A Cause' the target audience is adults/parents to give them an insite into teenage life and the ~~troubles and issues~~ faced.

Internal conflict occurs in all generations of teenagers. It tends to just differ~~ent~~ in topics and some can be considered bigger than others. For example in 1950 'Rebel Without A Cause' it was about be accepted' and in 1995 'Clueless' it was about the pressures of sex, drugs and alcohol. For example Cher is pressured to lose her virginity to Ellicit because others have, and she

The internal conflict shows the issues and problems that the characters are facing at the time. This discussion here about 'teens' - explains why code/convention works in this genre. Genre - teens identified as conflicts teens connected. For example in 1950 'Rebel without a Cause' it was about 'be accepted' and in 1995 'Clueless' it was about the pressures of sex, drugs and alcohol. For example Cher is pressured to lose her virginity to Ellic because others have.

- A clear M

Using conventions like Internal conflict, Music, Costume can be problematic if students don't link to Genre.

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.

Developments and changes have occurred in the American teen genre over time. By contrasting the meta film's 'Rebel Without a Cause' directed by Nicholas Ray 1955, 'The Breakfast Club' directed by John Hughes ¹⁹⁸⁵ and 'Clueless' directed by Amy Heckerling 1995, these developments become clear.

Prior 1950, teenage life was short and life was less. Teenagers were optimistic and family orientated. There were 2 distinct age groups - adolescent and adults. Yet during the 1950's more teens stayed at school and went onto college. The youth time frame was lengthening ^{with the recovery economy of World War II.} In 1955 one of the first films was created which went into depth in teen angst and visited their problems in life. This was the beginning of the American teen genre. Stock characters were not used to a large extent in this film, mainly because it was the beginning of the development of the characters. Yet we can establish the 3 main characters: - Jim (the Rebel), ~~Judy~~ (the princess) - through his drinking and getting in trouble with the authorities, Judy

QUESTION TWO

Assessor's use only

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- not a clearly structured response.

Developments and changes have occurred in the American teen genre over time. By contrasting the

Developments in this response (8)

include -> technology

-> rise and change in teen culture/identity

-> shift in roles family

at a cause directed by Breakfast Club directed across directed by

here developments become

3 texts used. (9)

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link to society

Developments expanded here!

- start of a merit response (10)

time frame / 10
World War II.
films was
ngst and
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Stock characters
films,
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can establish
Rebel,

Judy (the princess) - though his a drinking and getting in trouble with the authorities, Judy

(the princess) through the attention she attracts - and having lots of friends and Pluto (the outcast) as he has no friends. Issues were explored including basic crime, alcoholism, family abdicances and ~~main~~ concealed terms such as sexuality. Yet such terms as alcoholism and concealed terms were kept 'low key' as it would not have been acceptable amongst the audience of that time. ~~So~~ the sexuality of Pluto was questioned through his body language towards Juno. This could have been a test ^{by the producer} for the audience to see how they would react.

(11) In the 1980's there was a technology soar with the introduction of computers. Rap music was entered into the main stream, yet rock and roll was the dominating music of the time and this is shown in the movie 'The Breakfast Club' by John Hughes. ~~At this time~~ this type of music was able to appeal to the teenage audience. The use of voiceovers due to the development of technology was evident. The use of slang was also more evident with the use of words such as 'piss off', 'loser', and 'shut up' frequently used in contrast to the proper language of 'Rebel Without a Cause'. With the introduction of the openly gay band 'the pet shop boys' ^{in Britain} homosexuality was not explored in this film, which suggests that it was not yet accepted in the film world. 4 Stock characters are present yet there

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

Assessor's
use only

Question
number

is development in the characters. There is the Rebel (Bender), the princess (Clare) and the outcast, yet there is also a nerd, a makeover project and an athlete. The athlete was seen in the athletic clothes he wore and also also in his sport gear, yet the Nerd is only into academic activities and wears plain clothes. Sexual References were also used. For example when Bender is hiding under the desk from the teacher and puts his head between Clares legs. Yet these terms still seem to be kept low key. Drugs are also present in one scene where Bender smokes marijuana which suggests ^{such issues} they are ~~not~~ acceptable in society. Internal and external conflict is ~~from~~ about inner self and pressure from parents. For example Andrew does not want to be a boxer anymore but is receiving considerable pressure from his father.

ii) In the 1990's to this modern day technology has continually soared. The overall quality and condition of the film picture is evident in the 1995 teen film 'Clueless' by Amy Poehler. For example Clueless has a clear, bright picture, whereas 'Rebel Without a Cause' had a dull, dark picture - almost black and white. By this time huge

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Assessor
use only

Question
number

developments in society had taken place. Stock characters now included the homosexual and the druggie which suggests they are both now acceptable in the society and the film world. Internal and external problems are showed to have moved away from being 'family orientated' as there are less adults shown to have influence on the teens. The teenage 'party scene' has been created. For example there is a scene when Cher (the popular girl) is at a party drinking alcohol. Sex is also an issue and action among the teen culture. For example Cher feels the need to lose her virginity to Elliot. And while ~~she~~ ^{she} holds a bent piece of bread she speaks of a 'dick'. This shows that the stereotypical teen has been developed; - being one of trouble, sex, drugs and alcohol.

12

Extra paper for continuation of answers if required.
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Assessor
use only

Question
number

developments in so... Stock
characters now in... and
the druggie which... now
acceptable in the... could
Internal and exte... ed to
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→ some statements
are not well enough
supported (12)

These responses are at
a low Merit level
and could be improved
easily if better reasons
why a shift in family
why a teen party scene has
developed

(12)

A ~~good~~ broad discussion
of gene-
limited explanation
but overall enough.