G322 June 2010
Examiner's comments 75/100

Question 1 (36 marks)

This candidate attempts to answer the set question by predominantly using the key concept of mise en scène in reference to a discussion of gender representation. This address is primarily focusing on the details and analysis of expression, gesture and performance with some proficiency, e.g. men as powerful, but lacking conviction in stating how meaning is constructed. The response then progresses to analyse sound, but this is cursory analysis. The candidate is able to compare and contrast gender representations in oppositions rather than exploring a fuller range of representations available. Another aspect of the analysis which is under utilised is a discussion of editing, which is an area for development and hinders the candidate from moving beyond a level three for explanation/ analysis and argument. This response meets Level three mark band overall, shows some proficiency and has mostly accurate use of terminology.

Question 2 (39 marks)

Film is the media area addressed. The candidate begins with evaluation of 3D as a digital initiative, but there is an absence of the use of specific examples. The response shows a systematic and methodical attempt to address and assess the impact of digital initiatives on the film industry. The response further considers technological convergence and advantages for the audience, but this needs developing with more detailed exemplification and case study material in relation to 'Fox' and 'Warner' film studios, as mentioned in the opening paragraph. The candidate progresses to a discussion of 'Warp Studios' as a case study and how cross media expansion is a benefit for the institution and there is an attempt to evaluate the advantages of digital initiatives for this company. This is a high level 3 response in terms of explanation, analysis and argument and a low level four response in terms of use of examples, an area where higher marks could have been gained with a little more thought. Terminology used is mostly relevant and accurate.

Total 75 marks

Primeval is a SciFi/drama, similar to Doctor Who. In the short clip we have just seen, there a three females, and around 8 males. Each of the female characters are represented in a different way.

The first woman we see does neot seem very courageous, this is because she wants to leave. We cannot tell much about this character because she is only in the scene for about 15 seconds.

There are two other female characters; Abby, a blonde, and a brunette who works for the press who is trying to put a news story together. Both of these characters represent two different types of women. We know this by the way they act and how they dress. Abby, who is part of the 'crime fighting' team, is dressed in a black leather jacket, which also has a badge on it. By wearing a leather jacket, it tells us that she is rough and aggressive. The brunette is more of a lady, by wearing red lipstick, hair tied back and wearing more posh clothes. You can tell she cares about the way she looks because when she is pushed down, she tells one of the men that it is her favourite coat. As well as the clothing on the women, out of the four main men, they each have their own style. The main one is wearing a blue shirt whilst another one is wearing a blue t-shirt which is covered in mud. Another one is wearing a pink tshirt, with a wastecoat and a stylish hat. Wearing these clothes whilst in the middle of a jungle is quite strange. But it tells us a lot about him. Toward the end, a man and a women enter the barn with guns, but he comes in with a spade. This tells us that not only does he want to dress to impress, but he also is the 'funny man' of the group. The fourth man is the owner of the dogs, who is being questioned. He is wearing clothes that you would see a typical farmer wearing, but he also has a shotgun on handm showing us that he is powerful. By looking on the clothing it helps tell you who is the most feminine and masculine, and also helps tell us who is brave and who isn't.

As well as the clothing sound also helps represent gender. Throughout the whole scene, the music is quick and loud. This is also because the main instruments which are used are the trombone and drums. These instruments also make up the sound of the war, which is why they are referred to as masculine.

The narrative of the story is also very manly. Throughout the whole clip, only about 20% of the script is spoken by a woman.

Abby is not represented as a women as much as the brunette. Not only is this because of the costume and make-up, but also when they are fighting sabretooth she is the one in the digger/machine. This tells us that she is more courageous and very powerful, because at the end of the day, she saved them all by shooting the animal. This is the complete opposite to the man in pink, because he is wearing much less masculine clothes but he is also doing his work by the plants, not in the vehicle, where as conventionally it is the other way around.

There are two main editing techniques used to represent gender. They are slow motion, and fast cuts. There are no other transitions used such as fader and dissolves. The slow motion is used at the end when the breeder has got the woman on the floor. This effect is used so that you can see the strength of the main as well as the fright on the more lady like woman.

Fast editing techniques are used when Abby is in the digger and the man in the tshirt is running. This is to show that it is quickly paced, and that they went to show that they are running/trying to attack someone.

Throughout the scene, different angles, movements and shots were used to show the different characteristics of each character, and how each of them represented gender.

They were two main close ups, one was when the man saw the large animal, and the other was when the lady was knocked to the floor.

Both of these showed the expression on their face which was both scared and they were frightful. This represents gender because it shows that you do not have to be a woman to be scared, even men are.

There was also two different times when two angles was used. A low angle was used when the breeder had knocked the woman to the floor, to show that he is in charge and more superior, with the woman looking more vulnerable, and when the blonde girl was is the digger it made her look more superior from the rest.

The blonde girl also uses her feminine side when she asks the other woman "are you okay." This shows that even she is courageous and that she is wearing aggressive clothes, but is also shows that she is very caring.

EAA 14
EG 15
T 7
(36)

Section B (39/50) Film Industry

The technology that is used in the film industry is on a massive increase. This increase has created massive advantages for both the institutions and the audiences with the institutions, it has made the whole production, distribution and exhibition much cheaper, saving millions for companies such as warner and fox.

3D is now making loads of money for these companies as well as the cinemas. Having a film out in 3D would mean that a lot more people would want to go and see it so that they could witness these effects. Then with people going to the cinema, this then raises money for both the film company and the cinema. Because the development in digital technology it now means that companies can produce these films for a much cheaper price. As well as the institution enjoying the success of 3D, the audience also benefit because they can now enjoy the whole cinema experience, because they cannot watch the 3D at home. This is also good for the cinema because when a big 3D blockbuster is out it means they will get a lot more customers because the audience will all go to see it.

As well as digital helping 3D and cinemas, it also helps the movie itself. This is because movies can now have better sound and a better soundtrack, because of the change from analog to digital. This now means that it is easier to record the songs, meaning a better soundtrack. This is an example of convergence, as well as cross-media convergence such as having a soundtrack on a film.

With technological convergence digital has helped because now, for example, everything that was going to be put on a mobile phone, is now saved digitally. Which means it creates the software using less memory, meaning you could have a lot more on there.

With digital media continuing to increase, it means that different companies will now benefit more than they would have done without digital media. An example of one of these companies would be Warp. They started out as a record label, but have now diversified as a film company, as well as a online store. Because of the increase in digital media it now means they can now create and produce films for a much cheaper cost, because they do not have to shoot on 35mm film. Doing this also means that they do not have to spend a lot of money on the distribution and getting the films to the cinema, because they now do not have to transfer over 100 film rolls costing £4k each. As well as digital media helping the production and distribution, it also helps with the exhibition of films made by Warp. This is because digital films can now go to cinemas that belong to the Digital Screen Network and Screen Yorkshire. This is a massive advantage for Warp because they get some of

their funds from Screen Yorkshire, which means that they will be getting their films shown for a very cheap price. With all of these helping the film institution, digital media also has effects on the film audiences, in different ways.

For the audiences, home entertainment is crucial in their daily life. Because of the increase in new figital media, it now means that they have a better viewing experience.

For example, digital media includes HD and BluRay. This is good for the audiences because nto only does it make their viewing much better, but it also means that a lot more films will now be shown on TV in high definition and in a better quality on DVD and BluRay.

As well as audiences being increased because of the newly developed digital media, it now makes it much easier for the people at home to make their own films. This is because digital cameras are now selling cheaply on the market rather than film roll cameras. This means the ordinary people and people of the audience can now shoot their own clips. As well as the hardware, digital software such as Final Cut Pro allow the audience to edit their films for a much cheaper price. And not only can they edit and shoot their own films, they can also distribute, advertise and show their films on different website such as Youtube, DailyMotion and advertise cheaply on their Facebook pages; and what we did with our own films was advertise and share them on each of our own blogs.

EAA 15
EG 16
T 8
(39)

Total 75