



GCE AS/A level

1182/01-A

FILM STUDIES

FM2

British and American Film

P.M. THURSDAY, 12 January 2012

2½ hours

RESOURCE MATERIAL FOR USE WITH SECTION A

Resource Material: Part A

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

Item 1: Information on film franchises

A **film franchise** is a series of films usually based on the same central characters. Franchises make money from many different sources – from cinema and DVD releases to merchandising and other promotional tie-ins. Sequels are often planned well in advance, and actors and directors generally sign multi-film deals to ensure their participation.

Movie Franchise	Films	Total Gross
Harry Potter	7	\$6.3 Billion
James Bond	23	\$5.1 Billion
Star Wars	8	\$4.4 Billion
Batman	8	\$2.6 Billion

– *The numbers.com*

Item 2: A radio discussion on film franchises

Connor Dignam

Franchises allow Hollywood executives to feel that the millions of dollars they are investing is less of a risk. Franchises offer audiences something familiar when they go to the cinema, as stars or genre did in the past.

Simon Rose

Franchises are made for young audiences and are all about fantasy characters that these audiences feel they are growing up with...stars, directors, and mature stories are no longer important.

Vincent Dowd

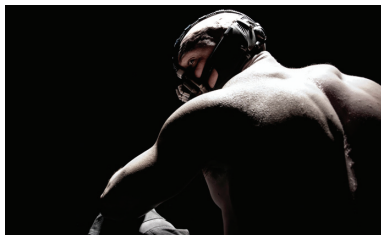
What Hollywood craves are existing properties with a high recognition factor among their target audience. They have used books and comics before. The next big thing, Hollywood hopes, is the board game...Sir Ridley Scott is now adapting 'Monopoly' to be made into a series of films.

– *Analysis, BBC World Service, October 2010*

Item 3: The viral marketing campaign for The Dark Knight Rises



Viral marketing is well suited to franchises because the fans are already established and often web-savvy. Take the viral marketing campaign for *The Dark Knight Rises* for example. The official website was just a black screen and some unusual chanting. Some clever fans revealed a Twitter tag which linked to another website.



The image of Bane created from fans' profile pictures

When fans shared this site on Twitter and Facebook, their profile pictures were used to create a collage, revealing the first image of Bane – one of the new villains that Batman will be facing.

What makes this campaign so good is that it requires participation from fans.

- adapted from www.piranha-internet.co.uk

Resource Material: Part B

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

Item 1: An online review of *The King's Speech*

The King's Speech reigns supreme in UK cinemas after huge opening weekend



THE King's Speech reigned supreme in UK cinemas over its opening weekend (January 7-10, 2011), grossing £3.5m from 395 cinemas. The British drama starring Colin Firth, Geoffrey Rush and Helena Bonham Carter and directed by Tom Hooper was the number one film at the UK and Irish box office.

Xavier Marchand, President of Momentum Pictures and the film's UK distributor, commented: **'The response from UK audiences to The King's Speech has been incredible. This is British filmmaking at its finest and that has not gone unrecognised by British cinemagoers.'**

Hamish Moseley, Vice President Theatrical Sales for Momentum Pictures, added: **'The King's Speech has united audiences across the UK. The appetite to see the film immediately has been immense and cinemas are unanimously reporting sold out screens, spontaneous applause and standing ovations.'**

- Jack Foley, www.indielondon.co.uk

Item 2: An online report from *Thinkbox*, the marketing body for UK commercial TV

TV helps fund *Slumdog Millionaire*



Oscar winner, *Slumdog Millionaire*, is a good example of how **TV can help finance films**. It was developed by Film4 but subsequently co-financed with *Celador*, the TV company who made *Who wants to be a Millionaire*.

The UK TV industry continues to innovate and punch far beyond its weight. Channel 4 has been responsible for many of the most distinctive British films of the last 25 years such as *The Last King Of Scotland*, *Venus*, *This Is England*, *My Beautiful Launderette*, *East Is East*, *The Madness Of King George*, *Trainspotting*, *Shallow Grave*, *Slumdog Millionaire* and *In Bruges*.

- adapted from www.thinkbox.tv

Item 3: An online article by screenwriter Jonathan Gems

Why we don't have our own Film Industry

Jonathan Gems, an award-winning screenwriter, said: **'If the British government made sure that 12% of the UK film market was exclusively for UK films, Britain could be putting out a hundred films a year.'**

'Since 1970, Denmark, a nation of only 5.5 million, has averaged 29 films per year. How is it possible that tiny Denmark can produce so many films? Simple: in Denmark, 12% of the market is protected for Danish films by the government.'

- adapted from www.puremovies.co.uk