

GET STARTED
...

CANDIDATE (B)

SECTION B FILM.

Question number

Leave blank

	<u>CAMERA</u>	<u>EDITING</u>
	- camera looks down at those who person A points the gun at.	- editing allows for flashbacks.
	- many close-ups of person A.	
	- quick shots reverse shots when the return of the doctor is imminent (everyone wants him back).	
	- close-up of person B shows her happiness.	- when the doctor comes back to life we see the shots of all the people in the scene to show the various emotions that they are all feeling. (during some quick edited together shots)
	- same shot at start shows person A in power	
	- shots of person A when he isn't talking, showing he's meant to have the power.	

MISE EN SCENE

- all people dressed in black to connote power and importance
- Person A doesn't like the fact that he's losing power. (man being challenged by a woman (murder))
- special effects are used
- special lighting. (when doctor returns)
- women in red connotes lust.
- darkness in background connotes danger.

In terms of gender, a female is the hero as she comes up with idea to bring back the doctor.

- gun symbolizes danger.
- person A has cotton top button down, this connotes confidence.
- most colours in whole scene are either black or white, dark or light, connoting no gray areas.

SOUND

- sound at beg goes with compilation of quick short edited shots.
- Person A speaks with authoritative voice.
- person B who rebels speaks in a rebellious tone.
- sound of his voice continues over the compilation of shots.
- sound at start suggests it's judgment time for person B.
- music sets the mood. sounds like sci-fi music and makes the audience think something dramatic is going to happen.
- editing and sound goes together throughout the clip eg the ticking clock and the shot of the clock.
- doctor speaks with hushed tone to symbolize power.

① This extract is from the massively popular BBC TV drama series Doctor Who. It is the eight chapter of the third episode of the third series of the show. The way in which the representational issue of gender is portrayed in this clip is most interesting and it carries much significance. Traditional gender stereotypes are somewhat broken in the clip, due to the fact that it is a female who is the hero by coming up with a master plan where this would normally be considered as a role for a male. Also, the female, Martha Jones also takes the power away from person A (male) which again breaks expected gender stereotypical behaviour.

The clip starts off with an extreme close-up ~~of~~ of person A. There are many more close-ups and extreme close-up shots of this character throughout the whole clip and this ~~is~~ is done to show the audience what the feelings and emotions of this character are at different stages. This shows that the feelings and emotions that this character has, is going to have a big effect on the outcome of the plot in the episode, hence his importance.

This is an example of the camera being positioned to try and portray males as the dominant gender as they are supposed to be.

Other things that the camera is positioned to do this is ~~when~~ near the beginning, when he is speaking in an authoritative manner.

~~the camera~~ here the camera is positioned to look down at everyone who he points the gun at, and to everyone who he talks down to with his authoritative tone. Also, there are extreme

close-up shots of person A when he isn't even talking, and the majority of time that he is speaking, there is at the very least, a long shot or an establishing shot of him and only occasionally ~~does the~~ is the camera not in a position to focus on him. When the ~~arrival of~~ doctor's return is

imminent, around the time where everybody shouts 'doctor!' there are lots of quick shot-reverse-shots quickly edited together which is done to show that pretty much everybody in the scene wants the doctor to return except for person A, this disposes person A also (the shots edited together are of the people who are ~~say~~ saying 'doctor' and want him to return.) Amongst these close-up shots, there is one extreme close-up shot of Martha Jones which really highlights her sheer joy and happiness.

Throughout the whole of this clip the effect of editing and sound is merged together. The non-diegetic sound in the clip, which there is a lot of, all goes together with many series of compilation shots which define a particular moment. For example, the compilation of shots put together at the very beginning goes with music which will tell the audience a message similar to; it's the time of judgment for Martha. This is done by the quickly edited shots and then the shot of Martha walking through ~~the~~ the doors with a serious look on her face with the sound of the music playing over it. Just before the doctor returns, there is a series of ~~shots~~ shot-reverse-shots put together, which went with some music which sounded typically sci-fi, like the sort you'd expect to hear in a sci-fi film. This was effective for the audience because it tells them to expect something dramatic to happen. Also, when Martha is telling the story of how she knew how to bring back the doctor, the clever editing skills enabled ~~flashbacks~~ from the shots of flashbacks from the past to appear on screen while she was still ~~still~~ speaking. Also, there were a couple of close-up shots on the ticking clock, that went with the noise of the ticking clock. All the non-diegetic sound used in this clip was effectively used with cleverly edited shots together in a compilation. This created effective meaning for the audience because it told them what mood they were supposed to be

feeling at the most tense of times in the clip. Also the length of the edited together shots ties in with this because the faster the ^{continuity} editing, the more tense the moment, and the slower the ^{continuity} editing, the less likely that the moment is ~~as~~ as tense or dramatic.

In terms of the diegetic sound used, person A speaks with an authoritative tone at the beginning. This is portraying his character as dominant at that moment in time. However, Martha Jones speaks back to him with a rebellious tone, much in the way that could be representational of a ^{rebellious} youth's tone of voice. This disempowers person A, as what she says makes sense and this is when person A realizes that he's in trouble. As he's male, and supposed to be the dominant one in the situation, he doesn't like it, and therefore he tries to speak in his authoritative tone again to restore his power. However it is at the end of the clip when the audience sees who really is the powerful character. It is Doctor who, and when he returns he speaks with a hushed tone which represents power because he sounds intelligent. This disempowers person A who once again tries to restore his power by speaking authoritatively but ultimately this time it doesn't work because the doctor is more powerful than him.

There are lots of key mise-en-scene elements which carry hidden meanings usually within the text. All the important people in the clip are dressed in black clothing. The colour black here, connotes power and seriousness, since everyone dressed in black has an important role to play, and is being serious about their task at hand. The one person who stands out as being different from this is a woman standing at the top of the stairs who is wearing a red dress while the red can connote for lust and attractiveness, hence the woman is quite attractive to look at. The main reason for her being positioned where she is, is to ~~highlight~~ represent a typical woman who is simply on the outside of

Question number

Leave blank

the important event she is hardly involved in the clip and this is done to present a section of women as useless in working situations. Not dressed the same as the others, in the shadows and her blonde hair could also be trying to portray the stereotypical idea that she lacks intelligence. There is much usage of special effects and lighting in the clip. An example is: when the doctor returns, the green light which is projected around him for the effect of realism. In the whole clip, most colours that are used in the background are either very dark, or very light. This could be portraying the idea that in the clip, the situation is 'black and white', without many gray areas. Hence the fact that ~~either~~ either one thing happens, if not, the other happens, the doctor returns and all is well again. Not many other ^{outcomes} ~~situations~~ are possible.

② Within the media area of film, the importance of technological convergence is huge. With the world we live in today, technology always provides a far more effective method of communication than ~~what~~ the communication that there would be without the use of technology. For film institutions, their target is simple, they want to produce a film that will guarantee successful viewing figures and therefore a profitable sum of money. For this reason, it is vitally important that institutions communicate with their target audiences in order to guarantee that they will go and watch their film.

The films 'Stungdog Millionaire' and 'Batman: The Dark Knight' both used technological convergence to their advantage. Although Warner Bros, ~~producer~~ ~~and distributor~~ of 'The Dark Knight' had a much larger budget of \$185 million to Pathé International Pictures, Fox Searchlight Pictures, and Warner Independent Pictures, who distributed 'Stungdog Millionaire', with only an available budget of \$15 million. An example of the difference is that AZ Entertainment launched a viral marketing campaign for the 'Batman' film, using the 'Why So Serious' tagline, they made a website called whysoserious.com and a great deal of fun activities based around the film was put on the website including a hidden message which people online had to try and break to find out what it said. With the 'Stungdog' budget being low, the distributors of 'Stungdog' had no chance of being able to do something similar to that, mainly because the film was not expected to be as ~~near~~ a massive success as it turned out to be. This obviously means that even if the money could have been supplied, there was no guarantee at the time that the money made from the film would make a big enough profit of money back. This was a massive difference between these two films. As 'Batman' was

a well known comic book series and with previous successful film, the dark knight film was guaranteed to be a blockbuster before the production of the film even began. There was no such luxury or threat for Slumdog Millionaire though.

Both film's distribution companies used synergy methods by use of technology to communicate with their audiences. Slumdog Millionaire had a radio advertisement with Chris Tarrant reading the voice-over with the money that was at their disposal, this was a sensible choice of marketing because Chris Tarrant is well known in Britain for his role as the host of the popular TV quiz show 'Who Wants to be a Millionaire?' which of course the Slumdog Millionaire film is based around. However the methods of synergy used by Warner Bros to market the Batman film was highly advanced to this. In two huge theme parks in America, two Batman-themed roller-coasters were built and to show the difference between the two films' budgets, this project cost Warner Bros \$7.5 million that is half of the entire budget ~~used~~ that Slumdog Millionaire had to distribute their film. This technological piece of machinery that ~~was made~~ would have ~~be~~ attracted thousands on thousands ~~per~~ of peoples' attention to the Batman film. Another method of synergy used was the film 'being advertised on a Toyota Formula one car driven by Jarno Trulli and Formula one British Grand Prix at Silverstone last year. This would also have attracted many peoples' attention to the film.

Another way in which the Batman film distributors used their massive amount of money to their advantage in the distribution process by means of technology, is that there was loads of downloadable content online. Screensavers for mobile phones, ^{or PCs} wallpapers for mobile phones, etc. This method didn't only use advertising through technology, but also from

one technological device to another. Also online on websites, there were banners made that would take people straight from one related website ~~page~~ to another, which fans of the film would have found extremely helpful.

An effective use of technology by the distributors ~~of~~ of *Stardog Millionaire* was to dedicate a whole week on E4 to *Pir Patel* where many programmes based around him were shown. This was effective as it developed the popularity of one of the leading acts in the film, as he was relatively unknown previously. Also as Celador and Film 4 produced the film, ~~that~~ the TV shows ~~would not~~ have cost extreme amounts of money, compared to other marketing methods that they could have used and in turn made a big mistake because ~~it didn't pay~~ the film didn't pay back enough money.

Technology was also used to the *Batman* film's advantage during the production process. The costumes were improved with help of advanced technological devices, as they were made far more complex to portray more of a serious image. Also, a Batpod, a new piece of machinery was specially made for the film, and it cost a huge amount of money to make. This points out the massive difference between these two films in that for the *Batman*, there was so much more options open when it came to producing and distributing, with the use of technology helping to advertise through different products and communicate with their audience etc.

Another point which proves the difference in scale is the current gross revenues of both films. Approximately *Stardog Millionaire* has a gross revenue of over 30 million. However the *Batman* has a gross revenue of over a thousand million. Even though the

Question
number

Leave
blank

Batman film was always guaranteed to produce lots of money, it is still highly possible that it's elements of technological convergence that has weighed the figures even more one-sided. Hence Batman, in terms of technology, had lots more options open to them.

To conclude, I have given enough evidence to prove that technological convergence has a massive role to play for in institutions and audiences in the film industry. The Batman film and Slumdog Millionaire were both hugely successful films and methods of technological convergence helped both films although it has to be said that the Batman film benefited more from it because of their massive budget compared to Slumdog Millionaire's low one.

Examiner's Comments: A grade candidate

Question 1 Doctor Who

The candidate's opening paragraph begins with good knowledge and understanding, but contains unnecessary contextual information. An area for development would be to begin examining the extract from the outset of the essay. There is knowledgeable discussion awarded under EAA of gender representation. It would be better to start the essay from paragraph two.

The candidate analyses camera shot angle and composition very well from paragraph two. This analysis of shot types in relation to character moves beyond description to analysis, for example the male gender as powerful, the use of authoritative tones in the Master's voice. (P3)

Sound and editing is addressed in the second paragraph on page 4, in particular around the character, Martha and the importance that the music has in constructing her position in the drama. There is some awkwardness in the discussion of editing – the candidate makes constant reference to the compilation of shots; editing is discussed elsewhere in relation to the use of shot reverse shots and reference is made to continuity. Sound is developed to a good level on page 5, second paragraph and linked to a discussion of gender.

The candidate concludes the response with a discussion of mise en scène. Overall the response is very sound, but not reaching level four marks. Level three marks were awarded for EAA and the use of examples – a mid range.

It was felt that the candidate had competent knowledge and understanding of how the technical features construct gender representation. The use of media terminology was mostly accurate. This was a sound response with a balance to the answer, covering all technical points, though editing was underdeveloped.

Examiner's comments Question 2 Film

The candidate shows good knowledge and understanding and addresses the question set for question 2. The use of case studies is exemplified in *Slumdog Millionaire* and *Batman: The Dark Knight*. There is evident institutional knowledge and understanding and a recognition between two types of film ownership: Hollywood and British independent, an example of a good approach in addressing the area of the film industry.

The candidate argues that both film companies used technological convergence to their advantage, as illustrated three-quarters of the way down on page 7. They compare the different marketing campaigns and the use of websites and notes the disparities between the production of both films and how they were marketed using technological convergence.

On page 8, the response then examines distribution in relation to the key media concept of **synergy and the use of technological convergence**. The use of examples is sustained and detailed, selecting quite discriminately which ones to use. This ability to compare and contrast the effective marketing of the two films is a sound basis for developing the candidate's answer in relation to the EAA and EG marks being awarded.

The discussion of digital initiatives was also key to the candidate's response, in terms of the use of websites, mobile communication and they also again contrast the differences between the two case studies, for example, see discussion of Slumdog Millionaire and Batman Returns on page 9.

This response gained a level four across all three categories. It is a **sustained and knowledgeable argument**, which has depth and covers a range of suitable points and use of examples. The use of terminology is very accurate. It was not awarded top marks, but met bottom level 4 criteria for EAA and the use of examples.

Overall, across both questions, this candidate's script was awarded an A grade.