

G322 June 2010
Examiner's comments 47/100

Question 1 (37 marks)

The candidate addresses the concept of representation and gender and attempts to link analysis with how meaning is constructed, however this is descriptive in places. The candidate does explore challenges to typical constructions of stereotypes, but this is not fully explored, for example, in discussion of hierarchy of men and women.

The use of exemplification is restricted to one key scene in the extract and there is a balance in an address of the technical areas. There is some proficiency with analysis of sound at the top, but there is a question mark over the relevancy of the final paragraph. Overall though a sound response with some identifiable areas for improvement.

Question 2 (10 marks)

A brief response, which uses the film industry as the media area, studied. The candidate's case study is of the British Film industry, but with some very dated examples: 'Notting Hill' and 'Bridget Jones Diary' as a part of a study of 'Working Title' films. There is little address of the set question, writing a profile of the studio which produced the film is very limited, therefore a minimal address of the question set. The candidate seems under prepared with case study material to answer the question and is unable to move into the higher level criteria.

Total 47 marks

Candidate Answer
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Section A (37/50)

This essay will discuss the nations of gender withing Series 2, episode 3 of Primeval. I will consider camera shots and angles, mise en scene and both diagetie and non diagetie sound. The opening scene is a mid shot of a male and female character in an outside garden/park like area. The male character has his hand on the woman's back which suggests that he is caring or in control, which is a typical stereotype of men. The mise en scene shows three men sitting on benches in the background. When the female character whines and sulks at the man, which is a stereotypical view of women, one male character shouts outs "Let her go". This use of dialect shows that this man has power and control as he is immediately listened to. This is again a stereotype of men as they are known as dominant characters therefore him being immediately listened to reinforces this stereotype.

The next scene is of woods in the mise en scene we see lots of trees and mud and dirt as it appears to be some sort of building site. We then get a full shot of a yellow working truck, with a woman driving it. This immediately is controversial as it tests every stereotype of women. A stereotypical woman is to be pristine looking i.e. wears make up, dresses smart and pretty looking, has neat tied up hair and usually is a housewife. Where as Abi (the woman driving the truck) wears black leather, no make up, has short hair which is down and works on a building site, which is usually a job for a man as it is hands on and involves heavy and hard work.

The female character which shown later on in the scene in the barn, at first challenges the stereotypes of women. The dialect used "Admit the lion was yours" shows that she has authority as she is demanding for the truth. However this soon changes as she catches a visual sight of the gun and her tone becomes weak when says "Okay, put the gun down, we both know you're not a violent man." This piece of dialect shows that the role is reversed as she is now trying to plead rather than demand. This supports the stereotypes that women are weak in comparison to men. The high camera angle also contributes to this stereotype as it makes her character look inferior in comparison to the man who looks superior as he is shot at a low angle as if its her eye view. This shows that there is a hierarchy of men and women.

In a previous scene in the woods the man is shot using a mid shot. His clothes are dirty and he wears jeans and a t-shirt, this shows that he is a hard working man who is hand on in labouring. This is a typical view of middle class working men. When the lion appears shot at a low angle to make it look intimidating and threatening, the man immediately jumps into a dirt whole and is shot at a high angle. Using this type of shot shows that he is threatened by the lion and is now in a weak position. This tests stereotypes of men as they are associated with being strong, unthreatened characters and this scene shows that his is of the opposite.

In this scene Abi, who is already shown to be an unstereotypical female character continues to show this as she begins to fight the threatening lion, using the truck she is driving. She is now being shot at a low angle to make her look superior and heroic. This reinforces the idea of her being the opposite to the typical stereotypes of women.

Sound used within the entire woods scene is mainly non-diagetic, however, there are certain diagetic parts for example when Abi is driving the truck we are able to hear the engine and also the dialogue used throughout. The non diagetic sound is used a lot throughout the scene. For example a quiet but repetitive drum beat is used to show that something is shortly going to happen. Short stabby sounds are then added to this until the man finds the body buried in the ground and then all the non diagetic sound stops. A heavier drum beat and other sounds then kick in which show a chase between the lion and the male character. A repetitive base drum on beat 1 and 2 on each bar could be associated with a heart beat which could be a representation

of the man's fear as the heart beats appears to be getting faster as he is running from the lion. This tests a stereotype of a man as they are supposed to be fearless of anything, whereas the quick heartbeat sound shows this man has fear, which reinforces he has aspects of an unsterotypical man.

We also see controversy of a stereotypical man when he is running from the lion and begin to climb the ladder. This is because he is shot completely as an overview angle which shows he completely weak and has no control at all.

Overall the extract of Series 2, Episode 3 of Primeval constructs the representation of gender using camera angles to either make characters look superior or inferior, diegetic and non diegetic sound to create suspense and tension and mise en scene to show us a visual of different characters' lives i.e. Abi's is an unsterotypical building site.

EAA 15

EG 15

T 7

(37)

Section B Film 10/50

This essay will discuss the significance of the continuing development of digital media technology for media institutions and audiences.

Both films *Bridget Jones's Diary*, made in 2001 and *Notting Hill* made in 1999 are produced by Working Title Films, who are an independent British company.

Both films were distributed in both the United Kingdom and the United States. *Notting Hill* had a production budget of 42 million US dollars and was therefore distributed through Universal Pictures – a world wide, highly established distribution company. Whereas *Bridget Jones* only had a production budget of 26 million dollars and was distributed through Miramax films.

Notting Hill has a much larger production budget than *Bridget Jones's Diary* as Working Title was almost certain the film would be one of the biggest movie successes as its leading character was Julia Roberts, who was the most famous American actress at that time. *Bridget Jones's Diary* however was a risk to Working Title as Renee Zellweger who is also an American actress, was not as well known furthermore Working Title only 26 million dollars to produce the film.

Technology influences both these films but mainly *Bridget Jones* as it was of a later time. *Bridget Jones* used a synergy method through technology to develop a website www.bridgetjonesmovie.com. This website allows on demand access as people...

EAA 4

EG 4

T 2

(10)

Paper Total 47