

Coursework: Micro-analysis essay I understand:	Confident	Developing	With difficulty
Mise-en-scène: setting, props, staging, costume and makeup, figure expression and movement and off- screen space.			
Performance includes physical expression, vocal delivery and interaction between performers (with reference to issues of staging/choreography where relevant).			
Cinematography includes photographic elements (e.g. camera position, colour, lens, depth of focus), lighting, framing and composition and special effects.			
Editing includes the organisation of time, both within a sequence and across sections of the narrative and the organisation of space, especially in creating coherence for the spectator. The principal conventions of continuity editing, such as shot/reverse shot and the 180 degree rule, will be studied. The uses of montage editing.			
Sound includes diegetic sound, non- diegetic sound and the variety of ways in which aural elements (e.g. speech, music and noise) are used in relation to visuals.			

SECTION A: AUDIENCES AND PRODUCERS I UNDERSTAND:			
the importance of genre and stars for US/UK producers and for audiences			
Film marketing (including specific marketing materials such as posters, DVD covers and 'official' internet sites)			

Film reviews both those produced by critics for circulation in other media and those produced by fans			
Film exhibition , including multiplexes and independent cinemas, as well as other types of venue, and online exhibition, including consideration of different kinds of film viewing experience			
Availability of independent low budget films, and foreign language films in the UK, including Bollywood films			
I am reading around my subject: 'Sight and Sound', 'Empire', 'Total Film', film and media sections in broadsheets.			

<p>The social practice of participation in contemporary 'film culture' which includes cinema-going, online viewing, and home cinema – as well as ways in which the film experience is amplified through media convergence.</p>			
<p>Star images both those put into circulation by the industry and by fans.</p>			
<p>Do I have a very good knowledge and confident understanding of the topics above?</p>			
<p>Do I have a lively engagement with the issues raised by topics above and do I display a very good ability to select relevant material?</p>			
<p>Do I show ability in interpreting stimulus material, recognising key points?</p>			
<p>Do I show an excellent ability to provide appropriate material from my own studies?</p>			
<p>Is my writing accurate and relevant to the argument? Is it well-structured? Do I have a clear and confident 'voice'?</p>			
<p>Is my writing fluent, well-structured and accurate, showing signs of sophistication?</p>			

**Section B
and C:
British Film
and
Hollywood
film topics**

Do I have a very good knowledge and confident understanding of my chosen films and be able to make detailed and accurate reference to them?

Do I have direct and complex engagement with the question and my points of view developed very effectively?

Do I have a very good knowledge of narrative, genre and representation issues and how meaning is constructed?

Is my writing well-structured with a clear and confident 'voice'?

Hollywood films: Very good comparisons will be made and there will be confident knowledge of context.

AO1: Demonstrate knowledge and understanding of film as an audio-visual form of creative expression, together with its contexts of production and reception and of the diversity in filmmaking across

different historical periods and locations.			
AO2: Apply knowledge and understanding, including some of the common critical approaches that characterise the subject, when exploring and analysing films and when evaluating their own film creative			

Typical exam questions Section A:

1. How can producers work to keep the current high level of interest in British cinema?
2. How far has the internet changed the film experience for audiences?
3. How important is genre for audiences and producers?
4. Why are cinemas still important for both audiences and producers?
5. 'The current revolution in technology is changing the way both producers and audiences think of film and the film experience.' How far do you agree with this statement?
6. 'Neither producers nor audiences need stars anymore.' How far do you agree with this statement?
7. How do independent films sometimes achieve success?
8. How far are new technologies changing the way audiences watch films?
9. How important are stars for US and UK film producers?
10. 'Film reviews are of no importance for audiences today.' How far do you agree with this statement?
11. How important are film franchises for producers and audiences?
12. What can be done to attract bigger audiences to UK films?
13. How important is film marketing in attracting an audience?

14. What are some of the issues for UK producers and audiences in Hollywood's domination of the UK film industry?

FILM STUDIES EXAM SECTION A TOPICS:

PRODUCERS AND AUDIENCES

You will study the UK and US Film Industry, the audiences for films produced by these industries and their inter-relationship.

You will produce a set of **mini case studies** that will form the basis of your exam answers. You will be given some stimulus material in your exam question and then bring in your own material to answer the question more fully. As you can see there is a lot of crossover through the topics.

You must undertake independent research through the year. The easiest way is to collect articles from 'The Guardian,' 'The Times,' 'The Independent,' 'The Telegraph' on-line editions, read film magazines (including 'Sight and Sound' , 'Empire'), or look on imdb.com for industry updates.

The questions could come from ANY of these 9 areas so lots of revision and research needed.

1. The importance of **genre and stars** for US/UK producers and audiences.....

What is a star? How do we define one? You will explore stars as cultural products and media creations, stars as commercial products, the nature of their impact on audiences, issues of gender, race and stardom, how are stars created and why do stars fail? What is the difference between a movie star and a performer?

You will present clips of your favourite stars and explain their appeal, build up case studies on the nature of certain genres and the stars who succeed in them.

2. **Star Images**

Which stars have made the big time in the States? Why were they successful? What made a star successful in early Hollywood? Have the 'rules' changed for stardom over recent decades? If so, why? What power do stars have within the Hollywood studio system?

How do fans follow/Twitter stars since the boom of the Internet? What can British stars bring back to the UK in terms of financial support?

You will produce case studies of the best examples of British exports and compare and contrast a star of the 40s/50s with a star of today.

3. **Film Marketing**

An investigation into the marketing of films in Hollywood and the UK: posters, DVDs, official and unofficial internet sites promoting new films, viral marketing campaigns eg 'Cloverfield', 'Batman Begins', 'Carrie', 'Blair Witch project', 'Donnie Darko.'

You will track a new film release and its marketing campaign as a case study.

4. Film Reviews

How are films reviewed in the UK and US? You will explore case studies of so-called high brow/low brow film magazines, 'Empire,' 'Sight and Sound,' and 'Heat,' etc.

How do newspapers review films?

What is the impact of the Internet- how have fans taken control of film reviewing on sites such as IMDB?

What was the impact of 'Ain't It Cool News' on the idea of insider gossip taking away the power from film PR organisations?

You will need to choose a new film release and prepare a case study on a range of film reviews from different sources and assess their impact on different audiences.

5. Multiplex Versus Independent Cinema

What are the different pleasures of cinema viewing for audiences in multiplex cinemas compared to local independent art house cinemas? How do cinemas make profit when in competition with home entertainment systems and film downloads.

You will produce a case study on The Phoenix Cinema and the Odeon.

6. Hollywood film producers – synergy, vertical integration and convergence.

How did the Hollywood Studio System begin? How has it developed over recent decades? How have independent film producers found their audiences in recent years? What is their future?

Case studies to be prepared on specific studios.

7. UK Film Industry.

How is the UK film industry doing? How successful are we in terms of international profits? What support can the Lottery and UK Film Council offer? What success has Film Four and Working Title had? Have we broken away from heritage films as our only successful exports?

8. Independent and foreign language films in the UK, including Bollywood.

Issues of distribution and exhibition, availability, profitability. What defines critical success for a film, is it just audience numbers?

9. Participation in contemporary 'film culture'.

How do we 'consume' film in 2009? We will explore different ways eg cinema going, online viewing, home cinema and cheaper home entertainment systems, the rise of Youtube, iMovie, etc. How have non-professionals outside the industry taken control of film -making as an art with new ways to distribute film on the net?

Typical Hollywood Film Questions:

1. Section C: American Film – Comparative Study

Choose one question from this section.

You should discuss two American films in your answer.

Either,

15. How far do the American films you have studied convey key themes in similar ways? [40]

Or,

16. How far is the representation of characters in the American films you have studied influenced by the times in which the films were made?

2. Section C: American Film – Comparative Study

Choose one question from this section.

You should discuss a minimum of two American films in your answer.

Either

15. How do key sequences from your chosen American films reinforce their messages and values?

[40]

or

16. 'Films always reflect the times and places in which they are made.' How far is this true of the American films you have studied for this topic? [40]

