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Candidate 1 Media Studies Mock paper

Section A

Q1) ~~Line~~ Tagline

Q2) The main image connotes meaning as it is foregrounded to suggest that women can over come ~~any~~ anything. The foregrounded image also shows the main point of the article which is women's running. As she isn't ~~above average~~ super slim it goes against the dominant hegemony ~~that~~ as a ~~appeals~~ result appeals to a wider audience connoting that you don't have to be thin which is a counter stereotype. The magazine showcases a woman who is running suggesting what its focus is for more to be slim/sit.

The use of pink ~~font~~ ^{writing} for the magazine shows that it is trying to appeal ~~to~~ to the female audience while following stereotypes also the slim font of "EAT Clean feel better" Furthermore emphasises that women should be thin which is in juxtaposition of the main image. This contrast in meaning connotes that women should and can get more fit and slim.

The ~~so~~ surrounding coverlines conote that everyone should eat healthy appealing to the audience. Also the main cover line ^{"Body positive"} shows that the magazine is enforcing the idea that women should be slim. In the main ~~image~~ she is walking on a street suggesting that any ordinary person can get into shape despite it being Nadia ABoulhassen.

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Q3) Media theorists engage with the front cover of *Reveal* because Propp is used within Peter and Isatie's secret meeting. Isatie and Peter are seen to be villains while the reader (Us) are the ~~best~~^{heroes} in this story. It also relates to enigma codes as the audience wants to find out about the secret plot/therefore there could be a higher chance in purchasing it.

Todorov's theory could relate to Carbs vs. cardio with Scarlett and Iselly Brooks. The audience thinks they know about their lives (~~and~~^{dict}) as the equilibrium, disequilibrium is that they don't reinforced by the paparazzi pictures and finally the new equilibrium is the audience reading *Reveal* to find out more. The binary opposition between Cardio and Carbs also relate to this story as the audience are then put into a dominant, negotiated and oppositional reading (Stuart Hall).

Q4) The OMO advert is constructed to signify meaning ~~because~~^{by} using many stereotypes to appeal to the audience. The repetition of "white" ~~that~~ shows what their target audience is (white people) as well as how clean their sheets and clothing will be. The main image of a woman hanging out clothing and smiling ~~she~~ presents a stereotypical woman at the time. This signifies meaning as the ~~she~~ woman is ~~sup~~ a house wife who does cleaning, cooking etc also suggesting that they ~~are~~^{will be} happy doing it as the main image shows her smiling. Finally the pack shot used ^{target} furthermore signifies who their audience is.

Candidate 1

Q5) The Galaxy advert shows / ~~the~~ reflects historical context with the establishing shot ~~presenting~~ a luxury / foreign land. This is portrayed to be set in the movie "Roman Holiday" which included Audrey Hepburn. This attracts the target audience as the ^{media} language ^{shown as luxury} ~~suggests~~ places suggest that the Galaxy bar ~~class~~ will be the same. The song "Moon river" is sung by Audrey Hepburn showing historical context and attracting people of that time to continue watching.

The media ~~language~~ ^{language} constructed from the advert of Audrey being ~~is~~ showcased around by an an gee against stereotypes while appealing to the audience as it suggests that Galaxy ~~will~~ take you on a journey. The main line "why have cotton when you have silk" reflects how Galaxy chocolate is a luxury. At the beginning it is shown to be peaceful with the establishing shot (equilibrium) however the disequilibrium represented by the stopping of the bus ~~could represent how~~ finally the use of Audrey Hepburn eating the Galaxy bar ~~suggests~~ ^{could} mean how it gives things (new equilibrium).

Q6) Represent video offers a wide representations of the BAME community as it hosts a wide variety of celebrities (star power) such as Nicola Adams and Lady Leshurr, ^{representing diversity}. This ~~so~~ suggests that you can be who you want to be because of the variety of people as ~~well~~ as ~~the~~ the lyrics emphasising this. As Lady Leshurr was a recent ~~a~~ ~~MOBO~~ MOBO winner it offers the representation of a BAME community through the youth votes for her as well as her being seen to be with the youth all young audience.

Section B

Q1) Media convergence is where 2 or more media texts have come together such as phones + internet allowed smartphones to exist ~~giving~~ giving 24/7 on demand media content.

(Q2) The Times is constructed to appeal to their target audience by taking about hard news which appeals to their demographic of ~~E~~ A, B, Men, western white ⁴⁰⁺. On the other hand Daily Mirror focuses more on soft news which helps appeal to their audience of C2, D, women western white 50+. The times creates ^{and talks} a more political ~~side~~ and business story to help the dominant reader side with them. This is shown with the Mursfield story which talks about the business ~~side~~ unlike the Mirror which focuses on the social side. As a result it represents the newspapers political leaning of The ~~to~~ Times being right wing (conservatives) where as Daily Mirror is left wing (labour). This creates a divide by having a dominant and oppositional reading for both newspapers.

Daily Mirror being a tabloid helps appeal to its target audience. This is contrasted with the Cheltenham Festival, as it is sports it appeals to there audience as it is soft news where as it wouldn't for The Times. Finally in Daily Mirror the news value of negativity of "fraud cops tory Mp" helps foreground the Mirrors political leaning is with the word "Grill", ~~unlike~~ ^{unlike} The Times.

Candidate 1

Q3) The Times and Daily Mirror represent different political, social and cultural viewpoints by presenting ~~the~~ their stories in a certain way. ~~The Times suggests a post~~ Daily Mirror being 'left wing' puts these negative story of Tory MPs ~~to~~ on the front page to show how they are left wing. This is also shown with the "Prey and display" and "upper house" stories to represent how the daily Mirror is against any conservative, private type people. On the other hand The Times are representative of being positive about the political right wing side portrayed with the Mairfield article as the show to be against the Golf club letting ~~people~~ ^{women} in.

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~~Q3)~~

Q4) Dr Strange and I Daniel Blake illustrates the institutional disparity between Major and independent companies with ~~the~~ their huge difference in Budget. ~~I~~ Dr Doctor Strange had a budget of around 160 million and making about 670 million. As a result of this huge budget it allowed Marvel to reach high level celebrities which brought in star power. This included Benedict Cumberbatch as he brings in star power as well as a huge media following. This helps market the movie more as well as already having ^{following of} a loyal audience ~~so~~ therefore more would go and watch. Another use of the huge budget of the major industry was to get Chitwel Ejifor to help target a more niche audience ~~helping~~ helping market the movie and ~~to~~ attract more to the MCU. On the other hand I Daniel Blake had a very small budget being funded by the BBC and the lottery with ~~4.5~~ ^{5.6} million of the budget and making around 12 million. As a result, the small budget ~~so~~ for this independent film ~~it~~ stopped ~~people~~ them from

getting high star celebrities so they lost out on star power. Therefore, I Daniel Blake relied on ~~the~~ director power ~~not~~ relying on Ken Loach. He was known ^{for} ~~for~~ attracting a following ~~of~~ people. ~~More over~~ ^{Furthermore} as I Daniel Blake ~~had~~ a small budget this stopped them from marketing it conventionally unlike Doctor Strange.

I Daniel Blake's marketing was very unconventional as of their budget. They had free screenings for the poor (who used food banks) this allowed free publicity for them as well as a deal between Trinity Mirror (a local newspaper group). The award from Palm d'or at the Cannes Film Festival helped boost ratings as well as attracting a bigger ~~and~~ audience. The ~~first~~ ^{prime} screening was at Newcastle which is unconventional, therefore it attracted more publicity as well as being related to the film as it was set in Newcastle. However Doctor Strange ~~being~~ global used conventional marketing such as Comic con a huge event for their industry, many trailers to build up and attract people to the movies. ~~therefore~~ This is helped as the huge budget that they have.

Finally Doctor Strange already being globalised allowed easy publicity and promotion which helped as of the global appeal. On the other hand I Daniel Blake was based in the UK and focused on UK issues therefore it doesn't have any globalisation (global) effect leading to a smaller promotion audience. Overall as the major film companies have a huge budget usually already having funding ~~so~~ it has allowed easy marketing and promotion. ~~As~~ Where as independent films have much smaller budgets therefore these marketing and promotions affect and target a much smaller audience.

Paper 1 Section A

Q1) Masthead

Candidate 2

Q2) The different elements in the Women's Running magazine is that the main image stands out and grabs the readers attention. The font is in different styles and is in different colours. The bold ~~at~~ text stands out and ~~g~~ moves the reader attention onto the photo and text.

Also the female runner is from a different ethnic background ~~she~~ and she is a fashion designer. So this breaks the conventions of a typical stereotypical she is of a different ethnicity and she is a female so this magazine represents different topics to its target audience.

Q3) ~~The cover of reveal~~
~~Propps theory about~~

Reveal → Propps theory on reveal is that ~~the hero~~ is the dispatcher and the hero is the reader ~~the prize~~ ~~will be~~ ~~the~~ ~~secret~~ ~~and~~ the villain will be secret meanings and ~~the~~ ~~secret~~

Q4) The OMO advert its meaning is that 'OMO makes Whites Bright!' which means your dirty clothes and garments will turn white however this print advert is from a Women's own magazine from the 1955 which is a stereotypical time for genders, the print advert ~~is a~~ ~~wh~~ has a white woman smiling so it looks like she enjoys cleaning up and doing housework and in the bottom box it has a bold text which says "This'll Shake you mother!" suggesting females should be mothers.

Q5) Audrey Hepburn is seen as a polystatic actress, the galaxy advert put Audrey Hepburn face on a ~~old~~ woman with CGI and older people would ~~or~~ had polystatic ~~memories~~ memories of Audrey Hepburn's films and having Audrey Hepburn's face with CGI on.

6) Lady Lasharr represents different types of ethnic people from the BAME communities, the BAME communities in the music represented are high jobs from a politician to a Scientist, the message the music video is trying ~~to~~ to represent is give your blood to the local community dance.

paper 1

section B

Q1) Convergence is the movement of old to new, making eg. ~~the~~ newspaper to the online web.

Q2) The Times is a tabloid and it is quite formal^{and} it has more text and less images and there main topics is about business and companies, also the target audience are really upper class business owners.

Q3) The times is on the right and the Daily mirror is on the left the mirror is a socialist and the times is more capitalist focusing on money and blaming foreigners.

Q4) The difference between Dr strange and I Daniel Blake is that Dr Strange is a massive conglomerate and I Daniel Blake is an independent film which had got funded from twinkl mirror. Whilst Dr Strange is a marver film what has good graphics and they ~~then~~ marketised it through adverts and social media.

Section A

1) Lure

- 2) There are many things on the magazine cover that connote meaning, for example "Eat clean, feel better", this is implying that if women eat healthily then they will be a better person overall because of it. It's also persuading women to diet so is also using enigma codes to draw the reader in and buy their magazine.

The magazine also has quite a bit of white space which means the magazine is not cheap at £4.99 and is an elite magazine which is trying to give you lots of top tips. The magazine keeps talking about "Body positive" which connotes the meaning of that women need to be helping and also trying to use facts "Science says" so really sell to the reader they need to do this is to keep fit.

3)

Reveal engages you as a reader by using the disequilibrium of Kelly Brook who is known to be a calendar model so is very physically fit and in shape which is the equilibrium but stuffing in she is seen "swapping cardio for carbs" which is not seen as normal for her so the disequilibrium.

Binary opposition is used in reveal with Cheryl Cole and Beyoncé also who are both mums but Beyoncé is beloved by all where Cheryl is quite controversial being known to lip sync sing so may not be trusted.

They allow the character theory in reveal with "A thorn with mark and michelle" mark is the prince who is perfect while michelle is the pretty princess. However the use of the enigma code trying to symbolise there is more than meets the eye and could be trying to break the character theory.

4) The omo advert is constructed in a 60s fashion ~~to~~ with the phrase "make whites brighter" with a stereotypical housewife standing in the middle. It's trying to signify the meaning of how omo is conveying that women should "work in the kitchen" while looking pretty with her red makeup on. This illustrates the vast difference on how society has changed and how women were seen as still more 2nd class to men.

5) The representation of the galaxy advert is shown through Audrey Hepburn who is seen as an icon of the 50s, 60s and 70s while also doing humanitarian aid.

The historical context is also that she is being saved by a man which may signify to some viewers the sticking to the norms of society when Hepburn was at her peak with a man saving her from a certain situation.

5 carrier on) The advert ~~for~~ setting is based on the film Roman holiday released in 1953 which is a famous heathburn film and also using the song from Breakfast at Tiffany's - moon river which is creating a sense of nostalgia for the slightly older viewer

b) The lady teshur NHS represent video has a wide spectrum of representation throughout the video. For example Chuka umuna who is a labourer which is a countertype ~~as~~ so he is someone from the same community

However they also use the stereotype of rap and R&B music with lady teshur which is stereotypically linked with the same community but would relate to lots of young people stereotypically young people, who will share the video on the internet

Section B

- 1) It's the merging of two previously distinct media technologies for example a phone
- 2) The times and The daily mirror are on two opposite sides of the political spectrum. The times is on the right ~~with~~ while the mirror is on the left. Meaning they both appeal to their target audience differently. The times focuses more on hard news like conflict, politics and economics compared to the times mirror which can also focus on hard news but also focus on gossip of elite people like celebrities. ~~The times also fits more to society's norms as well~~

The times wants to fit to the norms of society and is following a more upper class capitalist way of thinking with an audience of successful people. While the mirror focuses a lot on working class people by ~~make~~ using celebrities for them to fantasize about an elite life while also using stories close to home so they can relate to the stories as well.

3) the time is right wing and the daily mirror is left wing meaning they have a completely different audience. Politics looks into all walks of life even in newspapers who report on politics but they give their viewer what they want to hear so reporting the story from the point of their political stance.

Also with the times who own Rupert Murdoch is right wing because they are still wanting to help the poor but also keep the rich rich and reward successful people so the times would be leaning right wing due to Murdoch being a successful person.

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Q 20)

Dr Strange was a big blockbuster movie bringing in millions of dollars while being part of a larger universe with the Marvel universe. This means the huge conglomerate which Disney is can pump out multiple big blockbuster films every year so small independent film industries don't have any chance of getting noticed against conglomerate movie giants.

1 Daniel Blake had to use unconventional ways of advertising. For example they would tweet mp3s to watch the film and learn from it. So the movie tried to also be a lesson for every one as well. While Doctor Strange had merchandise they would sell to promote the film and send their actors like Benedict Cumberbatch on shows like Graham Norton.

The actors in 1 Daniel Blake were on tiny salaries and they didn't get for the entire film was very small. All they had was the Director Power of famous director Ken Loach who already had a semi big fan base so the movie used that as a major promotion. Although Doctor

Starange is completely different
with a very ~~ex~~ high budget and
paying their actors high wages. They
had oscar nominated actor Benedict
Cumberbatch who has lots of fans
so would make the movie even
more anticipated while also
having a shakespearean actor
Chiwetel Ejiofor who is also very
famous. So the movie would
also bring in a very different
fanbase conveying how different
the movies are.

Paper 1 Section A:

Q1. Lure

Q2. There are many different elements on the cover of Women's running magazine that connote a variety of meanings. Firstly, the magazine because it contains a large masthead and a central cover image that is anchored to the masthead and the theme of the magazine, 'women's running'. The magazine also contains a slogan, pug, coverlines and a bar code. Also the masthead is foregrounded by the central coverage image which suggests she could be a role model to the reader as the aim of the magazine is to do exercise and improve your 'body'.

She is also wearing attainable, high street fashion which shows that it appeals to a large audience as your social standards do not matter which encourages people (women) to participate in running. We also know that the target audience is female because of the Masthead ('Women's Running'), the main image is of a woman and the colour scheme. The text colour scheme is ~~black~~ mainly black and white with all a small amount of pink and yellow to capture the reader's attention. Also the pink ~~and~~ furthermore indicates it is targeted towards a female audience*. As well as that, the target audience is female, c.z.d., any age (but mainly younger appeal) and white.

The magazine also uses direct mode of address to address the target audience in both the text and the main image. In the main image the runner is looking at us as she is running towards the camera (or even the audience).^{x2} The magazine also uses a lexical field of positive words related to fitness and running which things (e.g. good, get toned, strong, body positive).^{later} Finally, the price is very small as it is expensive and the magazine uses entrance codes to entice the reader. For example, "The best reason to be body positive" and "3 ingredient salads"

Q3. The front cover of *Reveal* engages with media theorists such as Propp, Barthes, Todorov and Levi-Strauss. Firstly, the magazine uses a ~~very~~ large amount of enigma codes used on the front cover of the *Reveal* magazine. These are used to entice the reader to read the magazine and purchase it. One example of an enigma code is the pug in the bottom right related to the Beyonce coverline that says 'Exclusive one simple trick for your best skin ever.' The word 'Exclusive' shows us that the ~~news story is the first to be~~ nobody else knows.

• The text ~~after~~ the overlines also follows in inhouse style font in the left hand of the A4A2100. The font is old which makes it stand out.

*² And also the phrase
"You can finish a
marathon motivates the
listener and encourages
reader
to participate."

about it and as it's the 'best shine ever' the audience are persuaded to buy the magazine to find out this trick. Another theory used is Levi-Strauss' binary oppositions theory. A binary opposition is a difference between two ideas in a text and an example of this is the story related to Cheryl and Beyonce. Cheryl comes from a poorer background than Beyonce but Beyonce is foregrounded in Cheryl which shows their difference as they are juxtaposed, the story also suggests that women look good when they have children. *Next, Pevel uses Propp's theory, which is basically character types in a narrative. This is highlighted in Lauren's story as she is seen as the hero but Joey is the villain as he is in jail. Also the magazine itself is the donor as they are giving us the information. Finally, the magazine uses Today's narrative, which is evident in the 'exclusive skin pry'; Equilibrium - you are happy with your skin, Dis-equilibrium is that inside they have a simple skin to make it the best, new equilibrium - once you have read inside you will know the tip to have the best skin.

Q4. The OMO advert is constructed to signify a variety of meanings. Firstly in the print advert the woman is smiling which shows that she is smiling and proud which implies she enjoys doing domestic jobs and that she only cares about the dishes being clean. Also she is not looking at the product which implies that the product is easy to use and the woman is used to doing it which relates to historical context as after WWII had just finished and the men wanted their jobs back but the women had proved they can do the jobs. As well as that the slogan is in the top left as this where we start reading, the product is in the bottom right so we can see the product. As well as that, it is a woman who is doing the domestic jobs which refers to the Patriarchal Society where there was no gender equality.

Q5. The Galaxy Audrey Hepburn advert, the constructs language and suggests meaning to reflect the historical context within which they were created. Firstly, the song in the background is called 'Moonlight and Me' was from the well-known film ~~that~~ Breakfast in Tiffany's that she stars in, and Audrey Hepburn herself was well known for her beauty and fashion icon and she has been resurged by C&A in the advert. The advert starts with an establishing shot setting the scene and shows that it is not set in the UK. Then the ~~story~~ indicates it is in Italy and set on the airplane (cockpit) which is known for being luxurious which links to the chocolate as it is very luxurious. During the advert the old fashioned bus crashes into a stall ~~where~~ and then Audrey Hepburn gets off the bus and into the car. Therefore the equilibrium is that everything is fine, the dis-equilibrium is that the bus crashes and the new equilibrium is that she gets into the car and the problem is resolved. Also, the slogan is 'Why have cotton when you can have silk' which ~~also~~ connotes that the product is silk and also brands direction. There is also a binary opposition between the wealthy car

Candidate 4

and the poor bus. She is breaking stereotypes as she ~~is~~ the character in control in a heavily dominated society (patriarchal society). She makes her self the shoulder and makes the man her servant. This reflects historical context. As well as that the scene represents the 1950s (when it was set) as it was a more relaxing and innocent time as the world had just witnessed world war 2.

Q6. The Lady Leshur Represent video offers a wide representation of the BAME community. Firstly, throughout the whole music video there is a large amount of celebrities attached to the BAME community including Lady Leshur, Nicola Adams and Doc Brown who many people ~~appreciate~~ ~~the BAME~~ aspire to and are seen as a role model to the BAME community. There is also a range of professions included throughout the music video from QPR footballer and Doc Brown therefore there is a wide representation that the audience can appeal to. There is not one white person in the video which reinforces the idea that the hybridity is targeted towards the BAME community as the message is for more black and minority ethnics to donate blood as currently only 3% of blood donors are black and Asian. As well as that, the video starts off with an establishing shot of London in a low standard living which is highlighting that they all came from a poor background and therefore it is an achieve lifestyle to be a celebrity like them. The lyrics of the song also backs this up. As well as that, Lady Leshur is very well known for the queen's speech and she won a MOBO award.

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Paper 1: Section B:

Q1. Media Convergence is the combination of two different media products, to form a new better one. An example of Media Convergence is a phone + internet = a smart phone.

Q2. The Times newspaper is constructed in a variety of ways to appeal to its target audience. Firstly, the Times is a broadsheet newspaper therefore the target audience is the older generation, B, C1, male, ~~businessman~~, western, businessmen as the newspaper focusses on hard news topics. Therefore the Times contains more writing ~~and~~ has a more formal way of writing, more sophisticated vocabulary as the target audience are deemed as smarter. As well as that, the newspaper has a large amount of the stories are related to business and politics. For example, the Scots story and the Channel 4 story. The Scots story is related to politics and we can use currency and continuity as politics is an ongoing topic in broadsheet newspapers. We can also apply size as this the largest story on the cover which shows it has a big impact on its target audience. Also the Channel 4 story takes a more business related side.

to appeal to their TA. The stories also have a large number of facts and figures.

but mainly a
male audience,

On the other hand, the Daily Mirror is constructed in a variety of ways to ~~appeal~~ appeal to the target audience. Firstly, the Daily Mirror is a tabloid so it is less formal, has more pictures and has a focus on soft news like sports and celebrity gossip e.t.c. The target audience of the daily mirror is usually female (for celeb) and male (for sport)*, C2, D, E, ~~western~~ UK-based and usually around 28-60. The Gullman story appeals to the target audience as it is related to sport which will appeal to the target audience. Also the newspaper is left wing and therefore ~~the~~ the headline related to 'Gull Tones' will appeal to the target audience as they are likely to follow this belief.

Q3. The Times is representative of different political, social and cultural viewpoints. Firstly, the Times is right wing newspaper and they have capitalist views on society, therefore the audience is highly likely to be ~~conservative~~ in favour of conservatives, ~~Also the Times~~ which is represented in the newspaper, ~~and the Times~~ Next, the TA is males therefore they speak negatively about women which is evident in the Mansfield where we learned that it is a "gentlemen only club" which eliminates and values of equality in society. Also ~~the Times~~ for it targets businessmen which is evident in the channel 4 story. The ownership of Times also contributes to this, as the Times is owned is owned by Rupert Murdoch who follows those same views. Also the Mirror is representative of different political, social and cultural viewpoints. The Mirror is a left wing newspaper so they have socialist views and the audience is likely to be in favour of labour. ~~The target audience~~ which is highlighted in the headline related to 'Gull Tones' which appeals to the TA as they are likely to dislike Tories so will interest in the story as it is negative about Tories. Also the TA is mainly female audience which is ~~is~~ shown in the Mansfield story as they give a negative impact about sexism and a positive representation of women.

Q4. Dr Strange and Daniel Blake illustrate the institutional disparity between major and independent film companies in many ways.

Firstly, the two films were funded in different ways. Dr Strange is owned by Marvel which is a massive media conglomerate that has a large amount of money to spend on marketing, distribution etc. It also ~~apart~~ therefore apart of vertical integration which is beneficial as they can use other films in the cinema to ~~show~~ advertise their film. But overall as Dr Strange is owned by Marvel, they had lots of money to spend on marketing, star power e.t.c. ~~Also the use of star power in Dr Strange~~ Also, Dr Strange has a global appeal (globalisation) which ~~will make~~ will make lots more money.

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Candidate 4

On the other hand, 1, Daniel Blake is a British social realism film set in the UK therefore it is UK based which means it is very unlikely to be a global product as it specifically focuses on the problems of society in the UK. The film is also independent therefore it has a lower budget which means the film has less money for marketing, exhibition, filming, distribution etc. It also means that marketing is different as people are unlikely to buy merchandise for one film which contrasts with Dr. Strange (e.g. Pop vinyl) as it is a part of a franchise. The film was funded by the BOC films, BFI and lobby and it won Film d'Or at Cannes film festival. Therefore these two films highlight the disparity between major and independent film companies for funding.

Next, Dr. Strange was marketed in a variety of ways due to its large budget. ~~Firstly~~ Firstly, Dr. Strange is a part of a huge global franchise, Marvel. Therefore marketing is a lot easier for merchandise as more people are likely to collect things like pop vinyl. ~~Also~~ Also the film was marketed through a teaser trailer, youtube, behind the scenes. Which encourages fans to look forward to the film as the press constantly builds it up. Also the film had a press junket after the film which included Q & A's with the stars and chatshows to sustain the film in the marketplace.

Whereas, 1, Daniel Blake was marketed in a variety of unconventional ways. Firstly, the film is an independent film so it has a lower budget to spend on marketing. ~~The premise was set in Newcastle which~~ The film was only distributed to 12 countries across Europe. There was also a small amount of merchandise as people are less likely to buy merchandise for an independent film. Also the film was ~~not~~ exhibited in a niche cinema like the Warwick University Cinema.

As well as that, ^{1, Daniel Blake} ~~Dr. Strange~~ was promoted in a variety of ways. Firstly, the premiere was set in Newcastle instead of London. This is because the film was set in Newcastle. They also did lots of community screenings for the poorer people as they wouldn't usually go to see the film. Also they worked with the local newspaper, 'Tynemouth Mirror' as they own a lot. They used publicity but they didn't have to pay for it (free advertising). Therefore, ~~Dr. Strange~~ 1, D.B. was promoted in a number of ways. Also the film used Director Power in their ~~on the other hand, Dr. Strange was promoted in a variety~~ ^{of ways} to attract an audience. Whereas, Dr. Strange was promoted through conventions, trailers and other conventional methods. They also used Benedict Cumberbatch to attract an audience. They also had chat shows and interviews with the stars. They also used an un-famous actor to appeal to

a niche audience, which ~~follows~~ widens the audience and appeal.

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Paper 1 Section A

Q1 Masthead

Q2 First off, we are presented with the Central image which over takes the Masthead, the image is of Nadia Aboulhosn, the image also is a close up shot with everything else in the background blurred out, this tells us how focused and important Nadia is. The red/pink fonts are purposely like that to stand out to attract its audience. Another element we are greeted with is emotive language like "positive" which connotes a happy feeling towards losing weight.

Q3 Reveal links in with Propp's theory with Katie and Pete being the Antagonist since Reveal presents them to be doing some suspicious meetings. In the case of Barthes' theory of enigma codes, with Reveal we have Cheryl's story becoming a 'very posh mum' teaser which has a 'details inside' which entices us the reader to read more. Another enigma code is the Katie and Pete story. With Levi-Strauss theory we have a problem with Kelly Brooks story with her weight so it's putting on weight vs losing weight.

Q4 OMO's purpose of meaning is to sell its product to women in 1960s. It's constructed to appeal to its target audience. But this advert will have no meaning today because times have changed for both genders.

Q5) With the theme of historical context, at first we are presented with a foreign country possibility being Italy we see a beautiful scenery. We are also greeted with old and simple vehicles in context to the fact she was famous in a time just like that. We also see old film references that she used to act in like the Moon river song or the guy in the car refer back to her previous films.

Q6) Lady Lashurr represents a wide range of people from the BAME community like herself for one, then we see a wide range of people from the BAME community like the actor or the politician. The BAME community is represented in middle-classes or above.

Paper 1 Section B

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- Q1 The move between media platforms i.e. Newspapers to online news.
- Q2 The Times is appealed to people who stand in the rightwing movement. Another point is that its more formal than the Daily mirror, because its presented with more long columns and less photos taking up the front cover.
- Q3 To an extent the Times is more right wing so would usually feature hard news. Where as the Daily mirror is leftwing so may hold liberal ideology covering stories like the Prey and Display one.
- Q4 In the case of Dr Strange, the film is by Marvel's studio and Disney two massive Conglomerate giants producing Dr Strange wont have to spend much money since it owns both a Horizontal intergration and a Vertical intergration it wouldn't be hard to get costumes [GI] since they are already provided with it.

However, with 1, Daniel Blake its a different story. Being independent they were limited with their budget unlike Dr Strange was. 1, Daniel Blake was promoted on many social media platforms same

Could be said with Dr strange.

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Section A

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4) Luxe

2) At the top of the hierarchy of text is the masthead 'women's running' is anchored by the main image ~~photo~~ of Nadia Aboulhosn presenting her as the face of their image. The pink coverlines ^{stereotypically} connote it's a women's fashion / health magazine however her dark clothes and the colour scheme of mainly dark colours distances them from the association of a stereotypical women's magazine. Due to the wide array of dark colours, the bold, white headline 'Body Positive' stands out accompanied by the adjective 'Best' suggests it supports an alternate view of the female body than the one depicted by traditional media. As the magazine industry has an older audience, Women's Running's support of plus size models appeals to older women. There is some white space and the price next to the barcode suggests it has a middle - upperclass audience. There are enigma codes such as '3 ingredient salads' and 'how the runner makes running look good'. It could be suggested that the runner isn't representative or identifiable to it's target audience due to her heavy use of makeup while running ~~making her advice~~ taking away her credibility however she looks happy while running which represents how most of the readers feel while running, creating a sense of familiarity. Aboulhosn's celebrity persona boosts her status as a runner giving the magazine a better image as they managed to get a exclusive interview with such a good runner.

3) As the front cover of reveal mainly has celebrities accompanied by a bold headline, the celebrities are the Hero's as they allow you to read about their life. As Reveal is bringing the news to you they are the ~~Donors~~ ^{Helping}, making the reader the villain if they don't ~~read~~ ^{buy} it or the Donor if they buy the magazine.

There are many obvious enigma codes such as the 'simple trick for your best skin ever' 'at home with Mark and Michelle' and what is Kate plotting, all mysteries encouraging the audience to read the magazine. Todorov's Narrative Theory also applies as the reader thinks they've informed on celebrity news. Reader sees all the enigma codes and think they don't know all celebrity news disrupting the equilibrium, so reader buys magazine to repair disruption and reads magazine and become better informed restoring equilibrium. The main binary oppositions are diets v carbs in the Kelly Brock story and Katie's secret meetings contrasting with the masthead reveal itself and posh mum Beyoncé v not posh mum Cheryl.

4) There is a semantic field around 'whiteness' strengthened by the harsh, bright lighting of the picture. The picture is of a white female with ~~the~~ a fashionable hairstyle of that time and looks happy, suggesting OMO is easy to use as she can maintain her appearance thus making her happy. She's also looking away proposing that she doesn't need to pay attention and is making direct address to women shopping to suggest they should buy it as it's centred to the advert.

'This will shame you mother' in that social context, there would be younger mothers and it applies to the emotional side of women as they would mainly be shopping for house appliances. It's female tested and the unconventional colour scheme makes it more appealing to the women of that time with limited education however this is countered by the pack shot at the bottom left of advert.

- 5) Galaxy advert features CGI of Audrey Hepburn, years after her death suggesting it's filmed in a earlier period. Hepburns appearance connotes her huge impact on society as she serves as a fashion icon for women of all ages. The use of old style cars and buses also show it's a different time, evoking a sense of nostalgia in the target audience - older people. The colour references the 60's technicolour films, adding Intertextuality. The representations of the 30's / 60's are shown as a more relaxed, safe and positive time as Hepburn's seen getting into a car with a stranger, suggesting that was common in that time. Gender stereotypes of that time are also reinforced as Hepburn flutters her eyelashes to order Peck to stop. The music in the background also reflects a relaxed atmosphere as violins were commonly used in music to infer a calm situation. Hepburns use of the bus ~~for~~ shows the ~~social~~ industrial revolution and middle class people of that time, after devastation of the war. The use of Roman Holiday's characters and 'Moon River' uses intertextuality as it's all shot in Italy. The box office success and Roman Holiday's impact in pop culture which is identifiable to all people of that generation - references historical context to evoke nostalgia.

- 6) Represent music video aims at young people in the BAME community to encourage them to donate blood. They do this by creating a music video and PSA hybrid, featuring Lady Leshurr, a black, female grime artist as well as winner of several MOBO (music of black origin) awards, who have sponsored this. Leshurr has a young, BAME following so star power applies here, in addition she is identifiable to the BAME community. It's filmed in London, which is a majorly urban city as well as ^{most of} grime music's origin, this is a stereotype. It features ~~many~~ asian, african and other minority ethnicities, ~~some~~ who are shown working in different career fields. There are also high profile people who work in the government and sports. There is also disability representation in the video. The wide range of representation of age, gender, race and jobs is inspirational to the BAME community as they can relate to at least one person shown and would be inclined to donate blood when they see these people support the message. However the stereotypical location - London, and the stereotypes of black people playing sports and grime takes away some credibility but this is countered by the use of a female black artist and a disabled olympian. #Represent successfully offers a very wide range of representation of the BAME community.

1) Media convergence is the joining of technology to create a new media platform and experience

2) The Times is a liberal to right wing newspaper with mainly male readership. They appeal to this audience in the Muirfield sports story, which takes up a large number of column inches due to story's size and relevance.

Muirfield welcomed back in open after vote allows women back in focuses on Muirfield instead of main issue of gender segregation, suggesting they ~~support~~ the strictly male policy of the club to appeal to its audience. They've structured the headline to shift focus away from women. Daily Mirror is a left wing organisation, ~~publicly supporting~~ with a higher female readership than The Times.

'Finally...' Muirfield let women join their club. The use of ellipses next to 'finally' shows their disapproval of the ban of women. 'Their' exclusively shows that the men have ownership over the club and sarcastically mocks the ban with the headline.

As the Times is a broadsheet with C4 and above readership, it uses advanced vocabulary and little use of pictures so Daily Mirror's extensive use of images with easy vocabulary suggests it's readership is C2 and below. They also reflect their differing political views.

'grill tory MP'

use of grill next to the colloquial term for conservatives party instead of investigate depicts the 'tory' as guilty, manifesting a negative light on the right wing.

3) The Times and Daily Mirror are on opposing ends on the political, social and cultural spectrum. Daily Mirror has been very vocal about their support for the Labour party and often do this by criticising the opposing Conservative party, which they are allowed to due to their tabloid status not holding any censorship constraints because this appeals to the culture and lower society it appeals to. Daily Mirror tries to reproduce the colloquial, normal language that the society uses in order to appeal to that specific audience. They are ~~attested~~ entitled to be so open as they're only owned by Reach plc, which is a parent company.

The Times is owned by News UK, a wholly owned subsidiary conglomerate run by Rupert Murdoch. As it's a conglomerate with obligations to several other companies on different parts of the spectrum they aren't obligated to openly criticise like ~~The Times~~ Daily Mirror. Although the Times ~~has~~ ^{have} disclosed their readership and political standpoint, they rarely explicitly criticise politics. Their stories have factual information.

'Scots want to remain'

This headline ^{infers} ~~sug~~ the 'scots' ^{aren't perceived as British due to} ~~are different to the rest of UK or~~ ~~either~~ the colloquial ~~term~~ term but it isn't explicit such as the Daily Mirror's 'grill Tory MP' headline.

- 4) As Dr Strange is owned by the Conglomerate and Major Film Studio it had more funding due to the success of other blockbuster films produced by this franchise. On the other hand independent films like 1, Daniel Blake directed by Ken Loach, who is famous for directing socialist left-wing films. 1, Daniel Blake had a minimum budget and was funded by BBC and the lottery due to its educational and representation of a different class ~~had no maximum budget~~ while Dr Strange had seemingly no maximum budget so could afford huge stars with star power as well as filming in multiple interesting locations and more promotion.

As Marvel is a conglomerate, it ~~could~~ has vertical and horizontal integration granting them access to more resources in different forms of the industry and also a lower ^{cost} ~~budget~~. They ~~also~~ had a premier in the USA and did a lot of online and print advertising with billboards and magazines. The star power also brought more marketing and promotion via the celebrities social media following. 1, Daniel Blake had a premier in Newcastle, the filming location and got free promotion from Trinity Mirror newspaper group for the ~~an~~ extraordinary premier. In addition, they did free screenings for homeless people of Newcastle to give back to the community, this was effective as it showed that Loach genuinely cared deeply about the topic, adding to his director power.

The global technological change in the industry had a huge impact on the success of the films. Marvel already had a well-established online fanbase keeping up with the film and Loach's left wing ^{active} audience could give free publicity via viral marketing and sharing. It could be said online legal + illegal viewing services have decreased the success of Loach's audience as the target audience wouldn't be economically stable enough to watch it at the cinema to boost sales at box office. Social media helped but also negatively impacted the film.

Star power in Dr Strange would've watched ^{the film} and Loach's left wing ~~audience~~ would've watched 1, Daniel Blake

21) Tagline

22) "Woman's running" magazine has the more eye-catching information for women in a stereotypical ~~is~~ girls colour, pink. This can be seen with a pink ~~is~~ tagline 'Strong and Hot'. This can ~~imply~~ imply that the magazine is empowering and helpful to females. Also the ~~is~~ tagline itself 'Strong and Hot' breaks the stereotype that females have to be skinny to be 'Hot'. The makers of this magazine are trying to show that women can be athletic and strong too.

The magazine also has an eye-catching feature of having a bigger font for positivity. A different headline has ~~a~~ a bigger font for 'Body positive' to show the magazine is good for helping. It is in bigger handwriting to show that if you read the story, it's meant to help with your thoughts of your body and it leads females to thinking that they should run and become strong. This also shows that the magazine maker endorses being strong.

Q3) One theorist shown is Barthes because the magazine shows enigma codes with the headlines. The headlines only tell us almost nothing about the story and only gives us a few words or a sentence to draw us in. One example is 'Secret Meetings' used for

Candidate 7

two celebrities meeting. The Reveal audience will be drawn as it's about famous people's life and because we will want to know more as to what kind of meeting they had and why.

Another theorist used in the cover of reveal is Levi-Strauss. We see his ~~new~~ theory of binary opposition between two mums; Cheryl Cole and Beyoncé. The cover tells us that Cheryl is a 'posh mum', which is a huge opposite to Beyoncé who isn't known as posh.

Q4) Omo has its product at the bottom of the advert to show what the customer is buying. The product is quite big so that it catches the buyers attention, especially as the product says the slogan, 'adds brightness to whiteness'. This implies that the product is really good and does a great job at cleaning.

A main part of the Omo advert is the lady doing the laundry. The photo is in the middle of the advert as it's one of the first places someone would look. The photo also shows that she is happy and her washing is white and clean. So as soon as people see the advert, they see it's worth buying.

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Q5) In the Galaxy advert, one historical context that is conveyed is a damsel in distress. In the Galaxy advert, the bus breaks down which is a big problem as Audrey can't get to her destination. However a male actor, who is perceived as a hero, comes and takes Audrey and takes her to her destination. ~~which~~ This shows that the man is the rescuer and does things instead of the female. *

Another historical ~~representation~~ representation shown is the actress Audrey Hepburn. At the time of the making of the Galaxy advert, Audrey had already passed. ~~which~~ which means the Audrey in the advert is CGI. She was a good representation for the advert because Galaxy chocolate was mainly aimed at women and as Audrey Hepburn was seen as an idol, ~~having~~ having her show off the chocolate would get a huge female audience to buy the chocolate.

* However, to a modern audience, ~~it would~~ ~~appeal~~ it would appeal as it's got a romance context and how at the end, the 'hero' becomes a showman.

Q6) The Lady Leshurr Represent video shows a range of ranking off people. The video ~~has~~ has celebrities, middle working class people and lower working class people. ~~This shows that each working class is able to provide blood to other people as each class~~

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The video also shows ~~female~~ a mixed range of male and female celebrities. This is a good representation to show ~~that~~ that different race people can dream big and get there and so could the next generation if they donate, as there is a big range of jobs like ~~Represent also shows a~~ a boxer, actor etc.

Paper 1-Section B

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~~Q1) Media convergence is when two companies come together to make~~

Q1) Media convergence is when a company/project goes multi-platforms through one device.

Q2) The Times has a picture of Angelina Jolie as the main image on the cover of the newspaper. This could reach out to the audience as she is a well known celebrity. ~~But~~ However she is seen as serious in the image which could cause an up-roar in interest to the audience to see what's happened, which will make them want to read the story.

Daily Mirror has important words in bold or a big font. One example is the word "free" is in bold and a big font as it gets ~~many~~ a lot of audience attention as many people like free things.

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Q3) The mirror ~~gives~~ ~~to~~ gives ~~is~~ of the cover page to the political story ~~'FRAUD COPS GRILL TORY MP'~~. In the small cover story it states that the tory MP is a left wing. This will either make left wing sympathise or make right wing agree.

The Times ~~has~~ has a main headline of 'Scots want to remain in UK, new poll reveals'. This is a massive story in ~~all~~ all places in the United Kingdom as this all changes modern things like trades and agreements.

Q4) I, Daniel Blake is an independent film company. This means the way their film was funded and marketed are different to big, well known companies. In I, Daniel Blake, they ~~had~~ had close to no money. The way they tried to get money was they requested companies like the BBC and BFI to fund them as the film is about food banks and benefits. Another way they recorded was by recording places that were free. Which would just mean recording in areas instead of studios and they wouldn't of had paid extras.

However, this is completely different for Dr Strange. Dr Strange is from a massively famous and rich company called Marvel. Marvel have had many ~~success~~ ~~selling~~ successful selling films in the past which

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has made it a billion pound company. And because of this, they ~~have~~ can spend over £1 billion on a film like Dr Strange.

For

~~I~~ I, Daniel Blake, ~~the~~ marketing and advertising is very little. The way they tried getting people to watch the film was by having the cast tell all their social media's about it. They also had a couple of news stories about it. Another thing was they had won an award for the film which was also hope that more people would watch the film.

This is a huge difference compared to Dr Strange. ~~Marvel~~ Marvel have such a big budget for advertisement. Marvels advertisement is everywhere; they have posters, ~~bus~~ posters, they have famous celebrities like ~~the~~ ~~1~~ Dr Strange himself, Benedict Cumberbatch, on talk shows giving people small spoilers to intrigue people to watch it, whilst also posting all over social media about it and because he's famous, he'll have more of an audience who will want to go and watch it. Also where ~~I~~ I, Daniel Blake ~~can~~ (an independant film company) will have just one trailer, Dr Strange (a major film company) will have more trailers.

Section A.

Q1. Lure

Q2. In the Women's Running magazine, there are many elements that connote meaning. These include: the price which suggests that it is successful as it is expensive for a magazine, and it is popular enough to be sold at a higher price. The selling line 'EAT CLEAN, FEEL BETTER' seems effective as it is all in capital letters which makes it be one of the first things the audience may see. The selling line is also pink which relates to the target audience of middle class young women. The font of the selling line is tough and edgy which relates to the aim of the magazine, to help women become 'Body Positive'. The coverline 'Body Positive' is shown in a different font to the rest of the front cover which is emphasized to promote what the magazine wants to share.

Nadia Aboulhoshn, who is running on the front cover, is known for fashion designing, blogging and running. ~~She~~ Having her to help promote the magazine is a bonus for ~~it~~ as she is locally famous which gives the target audience a push to buying the product.

The main image of Nadia shows that her body isn't the stereotypical shape that is portrayed, but her body shape ~~also~~ ^{also} proves that women do not have to be the skinniest to want to buy the magazine.

Section A.

Q2... The coverlines 'Strong and Hot' and '3-ingredient Salads' give enigma codes which the audience may want to find out.

Q3. The front cover of *Reveal* engages with media theorists such as Propp, Barthes, Todorov and Levi-Strauss. The section on Cheryl becoming a very posh mum shows binary opposition as it is suggested that she wasn't a very posh mum before it being discovered. The main image with the heading 'Katie plots secret meetings with Pete' show enigma codes as the audience may want to know what the pair were up to together. The 'Stuff the diet!' section of the front cover shows Propp's character theory as the villain (stuffing the diet) is taking over and is fighting them. The exclusive interview section of the cover shows an equilibrium as Lauren says 'it was an instant attraction', but it gets disrupted when she says she met Joey in jail, which also raises enigma codes as the audience do not know how it had happened.

Q4. The OMO advert is constructed to signify meaning as it is stereotyped, but also challenges stereotypes. The main image of the woman hanging up her washing is stereotyped as in that generation, it was seen that the women were supposed to stay at home ~~assist~~ and complete the housework whilst the men were meant to be working all day and providing money for his family.

Candidate 8

Section A.

Q4... The smile on the woman's face shows that she is happy with the product and is trying to prove that it should be used by everyone. The selling line 'Whiteness alone won't do!' suggests that they are telling the audience that it is the brand that is going to fulfill the needs of making whites brighter. A quote at the bottom of the advert states "This'll ~~not~~ shake you, Mother!" suggests that they have used other brands before OMO that didn't work as well as OMO did which is why they are so happy with the brand.

Q5. In the Galaxy advert, the construction and language suggests meaning and could reflect the historical context ~~at~~ within which it was created. The main actress of the advert, Audrey Hepburn, is getting charmed by a man in a car who would like to drive her to where she wants to go instead of her taking the bus. This shows that the man had seen her as a high value which corresponds with the Galaxy chocolate bar as it is also shown to be of ~~high value~~ higher value compared to other chocolate. The advert was set in Italy, which is a very luxurious place to live. This connects to the Galaxy bar as the woman seems to be enjoying her ride a lot more when she delicately ate the bar which shows it is a really high standard. Their trademark at the end of the advert states 'Why have cotton when you can have silk?'.

Section A.

Q5... This is asking a rhetorical question to the audience, why have a normal standard chocolate bar when you can have the most luxurious.

Q6. In the Represent video, Lady Leshurr offers a wide representation of the BAME community. Throughout the video, famous people of the BAME community are shown doing what they love, which in some ways show us that they are just as important as everyone else and that no matter what ~~edges~~^{differences} are in each person, everyone is equal. The video consists of people in the BAME community that have become successful in many ways. Stereotypes are subverted as the video shows members that have struggled to make their way to the top but have overcome their challenges, which proves that no one should be looked down upon for any reason.

Section B.

Q1. Media Convergence is a term that refers to the merging of technology to make it more successful.

Q2. The Times newspaper is a broadsheet, which appeals to the upper class status. The Times shares more balanced reporting which the readers are supposed to make up their minds upon. The Times uses more higher class formal language in which the upper class would understand.

Section 8.

Q2...

The target audience for the Times are succeeded who are interested in business and politics and are politically right wing. This newspaper is usually more expensive, although is affordable for the target audience.

The Daily Mirror is a tabloid newspaper, which appeals to lower class and younger readers. This newspaper consists ~~more~~ of more pictures and less text. Tabloids such as this offer the ~~audience~~ audience more soft news. The target audience of The Daily Mirror are aspirers who are more left wing. Unlike The Times, The Daily Mirror provides more informal language and is much cheaper.

Q3. The Times newspaper ~~and~~ is traditional and focus on right wing hard news. This newspaper ~~has~~ gives balanced reports which allows the audience to be able to make up their own minds on the matter. The Daily Mirror shows more socially interactive news which makes a more loyal audience as they can get involved more.

Q4. Dr Strange was created by a major film industry, Marvel, which is part of a huge conglomerate. As the film is a part of Marvel studios, it gives it an edge on marketing since the target audience is wide, which makes the film a lot more sales. Marvel hasn't ~~disappointed~~ disappointed with any film that they have made and so audiences ~~will~~ would still watch ~~the~~ a new film regardless of high marketing.

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Section B.

Q4...

Dr Strange is funded by Marvel which allows the film to be high budgeted as the audience is so large that they will still make ~~profit~~ ^{a large} profit at the end. The film is marketed through billboards, posters and trailers on different media platforms which tells us that they have a high enough budget to spread the marketing globally. Social media spreads the word around through younger teenage audiences. The film is promoted by revealing trailers online to build up the tension of the wait of the release. The stars are globally interviewed about the film which helps to promote it. Often with Marvel, toys are made of the stars which promotes to younger viewers, and ~~comic-con~~ comic-con is produced often ~~to~~ which gets together the eager fans that want to experience press-conferences or buy ~~products related~~ the film's merchandise.

1, Daniel Blake was formed by an independent film company which ~~and~~ already shows that they did not receive the same popularity as Dr Strange. The budget for this film wasn't high at all, and so often doesn't appeal to a younger audience as they stereotypically prefer sci-fi and a lot of CGI within films to suit their liking. The target audience for this film is mainly lower-class. ~~The~~ Daniel Blake wasn't highly marketed like Dr Strange, it was a local film that wasn't heard of by many and so, although they did make money off the film, it wasn't anywhere near the top of the box office. The film did win a Palme d'or award which may of boosted sales as that being broadcasted may have been a type of promotion.

Section B

Q4...

Free screenings were shown in the town in which it was set ~~to draw people~~ ^{people} which would have also boosted sales and would have ~~also~~ helped to promote the independent film.

Overall, it is clear that the major film industry provides a larger funding which increases the range of the market and is a lot easier to promote.