Use black ink or black ball-point pen.
Write the information required in the spaces above.
Use both sides of the paper.
Write the question number in the left-hand margin.
Rule a line across the page after each answer.
Do all your rough work in this answer book and cross through any work you do not want to be marked. Do not tear out any part of this book.
All work must be handed in.
Write the numbers of the questions you answer in the order attempted in the left-hand column of the boxes opposite.
Check that you have written the information required on each additional sheet used and have attached each sheet to this book.

Write here how many additional sheets you have used (if any).
Shots/Angles

Tracking shot, greeted by a high shot - shows male power
Low shot - shows status
Low shot - doctor in cage
Close up of face - shows emotion
Shot-reverse shot (editing)
Tears shot, low shot as she is talking
Close up of clock - showing v. important
Panning of everyone saying doctor
Close up
Zoom in...
Over the shoulders high shot showing doctor taking power
Low shot of man falling

Sound

Mysterious non-diagnostic music
Keep of clock, like a warning sound
Sound so you know it's a flash back
Music gets louder, more powerful
Magical sounds as doctor transforms
Orchestral music
mise en scene
men in suits
women - maids
slightly futuristic surroundings
man has a woman - but keeps quiet
guards - all male
in red dress "Seacy", blonde.

editing
magical
man does not talk for a long time
wind - blowing paper, etc.
mother does not know what she's asking
children's voices
"master"
man understands - not woman
lay her shot.
1st shot = close up of man woman in background being led in by 2 men. Close up of doctor whispering in her ear - shows ageing lines.

Answer:

All the very first shot we see connotes that men have higher status. It is a close-up of a man in a suit in the foreground whilst in the background a woman, who looks to be in overalls, is being led into the room by two men. This straight away shows that, in this scene, men and women are not equal.

The camera is tracking Martha, whilst the non-diegetic music suggests to the audience that it is a walk to her death. With the mid-shots of her peers edited so we see a peer then Martha, a peer she Martha we are shown more of the location and the costumes. The women are dressed in maids outfits which again show they are seen as less important but also has sexual connotations in some respects.
When Martha reaches the end of her walk, she is greeted by a high shot of the man in a suit, reminding the audience that he has the power and then a low point-of-view shot as he is looking down at her.

The man is also the first and only person to speak for quite a while and the constant background music turns quite mysterious as we listen to his plan unwind.

There is a low shot of the doctor in a cage which stood out to me because it suggests that not all males have power, just one in particular, during this scene.

The close-up of Martha's face shows her emotions and we see that she looks worried, although we later learn that she was not scared at all and had the plan all worked out with the doctor.

The low shots often used on Martha start to level out as she is explaining, explaining how she and the doctor intend to overthrow the man in a suit.

Every so often, there is a close-up of the timer and we hear the diaphragm.
bleeding warning everyone that they do not have much time. The man in the suit makes a joke about not being able to have the 'hissing clock' which gives out the vibe that he wants to seem more powerful than he maybe is.

As Martha is telling her story, there are flashbacks edited in with a sort of sweeping sound to show it is in the past. Also, the colour is made much darker. In one of the flashbacks, there is an extreme close-up of the doctor whispering in Martha's ear and you can see the aging signs around his lips. Also, the music gets louder and more powerful when Martha appears to be taking control.

There is panning of everyone saying 'doctor,' men and women, which challenges the fact that men are superior to women as here, they all have the power to help the doctor. As the doctor begins to take power, he is shown through high shots and has magical non-diegetic sound playing and has been edited to also appear to be magical. Also, we see a low shot at the end of the clip of the man who used to have power feeling.
Throughout the scene, the man in the suit has a woman stood to the side of him. She does not say anything but just stands there in a red dress which, like the maids outfits, is seen as sexy and has blonde curly hair. At the end she gives in and says ‘Doctor’ which gives the connotation that women are weak.

It is going to discuss how important technical convergence is for institutions and audiences within film. Working Title Films in particular.

Working Title Films (WTF) was set up in 1984, by Tim Bevan and Sarah Raddcliffe. Since then it has had to converge technically to work in today’s society. The film production itself, marketing and distribution have all had to change.

One major change that has had to be made is that with everyone getting the internet and the majority having broadband now, WTF can market advertise their films online. The films have their own websites and on sites like Facebook and Myspace certain actors have fan pages, which help promote up-coming films.
Also, on Myspace, WTF could pay Rupert Murdoch, in order to get their advertisements shown to the specific 15-25 audience.

Another important reason for convergence, which again involves the internet, is that you can get your trailers shown in other places than at cinemas and on TV. People purposely go on sites like YouTube in order to watch trailers for upcoming movies. On cinema sites, you can also find links for trailers to the films currently being shown.

Digital technology, such as new cameras, has ensured that film converges because it has made the quality of picture and sound much, much better. The film market is so competitive and if certain movie-makers have better equipment, their films have a better chance of succeeding in today's market.

Also, because of improving technology, special effects are improving too, which make films more believable and enjoyable.
G322 Marking Exercise
Get started – Examiners comments on Scripts

E grade Candidate

Question 1 Doctor Who Analysis

The candidate begins with camera shot and composition. The analysis continues to paragraph two; there is accurate use of terminology.

However the candidate’s response is descriptive of selected examples used in the extract, with some basic attempt to analyse the sequence, for example at the top of page 5 “When Martha reaches the end of her walk she is greeted by a high shot (which is awkward – should be from a low angle) of a man in a suit, reminding the audience that he has the power and then a low, point of view shot as he is looking down at her.”

The candidate’s response is also dominated by discussion of camera shots and composition, with occasional reference to the use of sound: “constant background music turns quite mysterious as we listen to his plan unwind” (p5)

There is reference to editing on page 6, with reference to the use of flashbacks and Martha’s narration of the story emerging, this is linked to some sound analysis and there is very little reference to mise en scène – apart from some cursory comments at the top of page 7.

This response meets bottom level 3 criteria for evaluation, analysis and argument, gained because of the attempt to analyse through camera composition and sound, but lacking for mise en scène and editing. The use of examples also meets a bottom level three. Use of Media terminology is appropriate and awarded as such.

Examiner’s comments: Question 2 Film

The focus of the candidate’s answer is Working Title films. The second paragraph of the candidate’s answer identifies the issue of technological convergence in relation to the institution. This is supported by the final paragraph, on page 7, in discussion of the advertising of Working Title Films on the internet and a loose link is made with Facebook and Myspace with reference to fan pages. Unfortunately there are no examples used to demonstrate this – of minimal relevance criteria in the mark scheme.

On page 8, there is minimal analysis and argument about the role of the internet and film trailers; again there is minimal amount of examples used. In the
penultimate paragraph, there is again minimal attempt to discuss technological convergence and film technology.

This is a minimal response to the question posed. Minimal marks were awarded for EAA and the use of examples, a basic mark for the use of terminology. This Q2 response would not have passed at AS level, but because of a better Q1 the paper was awarded an ‘E’ grade overall.