GCSE and GCE Examining Bodies

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- Use black ink or 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 it through without making it illegible. 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 supplementary sheets you have used (if any).
Class and Status

Merlin: glasses, suit, clothing, brown hair
- Close up on path
- Non-dialogic music, down, bell
- Woman: vibrant purple, long brown hair down, gold belt
- Footsteps
- Boy: blonde, special
- Armour
- Very important, do what you say, follows around
- De non-dialogic - quicker, pace
- De non-dialogic - chains, tension
- De non-dialogic - chains, tension

Close up on eye - different
- Close up on eye
- Bam on thony, merlin on
- Bam on merlin, natural surrounding

High angle down on merlin - class

Over shoulder tension
- No Marek, see Merlin shadow, feels along

Merlin magic - secret serving

Frame shot walking on different path
- Same class, resistant, in her presence
- Silver chalice
- Status over her
clothes match everyone in poor area
frame cution outside - hold down on him - older
more respect.

Two guards either side - wide shot.

nobody

Face quicker, cuts quicker.

Up high angle on Lord -

> man inferior status

> Two shots 

> wide shot compared to magic

walking through market, don't know about \\

> man inferior status

is but in the end

> over shoulder see man in black - class, real class

> background action in background is winner

> blurred shots

> close up to moving objects - overcoming status was inferior.

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1. The clip from Merlin addresses the four key areas when representing class and status. These areas are camerawork, editing, mise en scene and sound.

Merlin is dressed in messy clothes. The shades are browns and other dull colours. This is significant to his class as these shades are typical of a workingclass
man with an inferior status. His clothes juxtapose the lady and her class and status. This is because she is wearing a long, vibrant purple colour. Only rich people would have been able to afford it. Also, the gold belt represents her class. When Merlin

When Merlin first walks in the room, he is in a Jimmy shirt. This means he is framed by the door. Merlin is looking around the corner. This suggests that he doesn’t belong or shouldn’t be there. Also, the non-clichéd music also implies this. The music is slow and suspenseful. This suggests he is not of the class or status and is up to no good. The clenching and synchronised sound of his footsteps, which are loud and echoing also suggest he is no good and isn’t in his natural surroundings and doesn’t belong to that class. The lighting in this scene is very dull. This could also suggest the misanthropy of why he is thrust by (Merlin) from another class is there. The wealth of the lady is also implied through her house and possessions. There are numerous shot, reverse shot (editing) and extreme close/ups (camera work). When Merlin is holding the possessions like the posh notebook. Also, there are items like a silver chalice that portray the female wealth. When they are walking through the corridor, it is bright and there are curtains and stained glass windows. This represents the woman wealth at its highest.
There is a scene just after. This represents how the male is comfortable in his surroundings. This is because everyone is wearing the same dull shades and factory clothing. They are in a market. This juxtapose the earlier scene in the castle as suggest the significant difference in class and status.

The blonde boy is significantly of a high wealth and status. This is suggested through his clothes as he is wearing armor and carrying weapons. He has blonde hair. This is significant as blonde people are deemed to be special as it isn't a common color. This contrasts to medium brown hair and inferior status.

There is a wide shot when the camera is on the blonde man. This is because it shows he has body guards with weapons. He also has his own posy. These both suggest he is of high wealth and status as people follow him around to protect him as he is important. We also know he is important as Merlin has to address him as 'My Lord'. At that point he bows. There is a slightly high angle shot over Merlin's also we can see over the shoulder shot with the blonde mans shoulder. This suggests Merlin is of an inferior status to him as he is looked down on and seen as smaller.
more vulnerable and less important.

When the two contrasting class boys start fighting, the pace of the fight becomes quicker. This creates tension as the clip and cut are moving faster, creating anticipation of what is happening. Also, contributing to this tension is non-diagnostic music. The music is quicker than earlier. This contributes to the tension and representation of class. The quickening pace implies how status is being overcome. Even though the blonde boy has wealth and status because of his family, the Merlin has a secret underestimated status. This is portrayed through a jump cut to a close-up shot of Merlin's eye. This implies he is magic. From there on there are numerous shot reverse shot reverse close-ups. This is when Merlin looks at an object we see the object move and the camera goes back to the main action. This is significant in class representation as before, the blonde man was higher status, dominating the fight, where as it now changed and Merlin used his secret powers to increase his power and status to win the fight and teach the shall up new man a lesson.

The window and old man are inside a framed shot looking out on the action. The angle is slightly higher, looking down on the fighting men. This suggests that he is old and important and disagrees with their fighting.
Before Merlín started using his powers there were a lot of high angles on him. This was because he was losing the fight and was on the floor. This portrayed him as poor, weak, vulnerable and a low status. However once he uses his magic there is a sudden turn around and the high angles on the blonde boy while he is lying on the floor. This suggests power through magic is a higher status than just from wealth. However this is overcome as the powers are secret and no one can know. So therefore he loses his high dominating status and the fight and as in his own words a nobody. There is a medium shot (cutting) of two guards either side of Merlín holding him. This portrays how he has an inferior status and the blonde guy can just get away can with his high status do anything.

The cub slows down and pace slows down. Also the non diegetic music stops. This is when the old man is confronting Merlín. The simplicity of just over the shoulder shot juxtapose the crazy quick cuts earlier. This suggests how Merlín built his status up and now it has been crushed and it's just a nobody again.

To conclude, the clip uses the four main technical areas to suggest class and status. The mise en scene, sound...
Camerawork and editing all contribute to implying how status always comes with wealth and title. Merlin if you have status it's usually a secret and you will never be able to show it or receive credit for your status as it is a secret. On the blonde guy who was born into wealth and status. It suggests how wealth and status can change your personality as Merlin says the blonde guy is an 'arse'. Whereas Merlin sees himself as a 'nobody' as he has no status or wealth just magic.

2. For a film to become successful in the film industry, they need to secure successful marketing and distribution companies to attract their audiences. Companies like WARP and Working Title films need to attract audiences to make profits. Working Title Films was once a small independent company until they signed a decree with NBC Universal. At the time, NBC Universal was a $600 million. As NBC Universal are such a large company with numerous conglomerates, they don't have to struggle as much with trying to find distribution companies to help distribute the films. However, when Working Title were independent, they struggled all the time as co-chairmen Tim Bevan and Eric Fuller say there were always 'virtually bankrupt'. This was because producers would always
spread significant amounts of money on the main 'package'. This would be actor script, key crew etc. That they never really thought about having to pay distributors back and with interest depending on the profit of the film.

Tim Bevan and Eric Fuller would agree with the statement that distributors were necessary and a major part of a successful film. Tim Bevan quoted himself that they spent 80% 5% of the time on the script, 5% on directing and 90% of the time looking for distributors and marketing. This suggests how important the marketing is, because if you don't draw in enough distributors your film won't get as much publicity and you may be worse off and in debt.

Marketing is extremely important in the film industry as there are above and below the line costs which can ruin your film from being a success or failure and in serious debt. Above the line costs are all the obvious costs such as actors, director etc. However below the line costs add up quickly. These costs are things like costume, make-up, or where the film maybe filmed. These costs escalate considerably and can make whether a film is a success or not.

Companies like WARP need marketing and distribution as they are a small independent
company. They only produce small films like

"<Why was Alan very successful in their film industry?"

"<he is clearly evident in the marketing. This is clearly evident in the marketing. This is clearly evident in the marketing."
York and Melbourne (Australia) as it is a musical they make more money by the songs they sell too so therefore once you have successful clear and safe distributors and marketing it allows your company to expand and become known to bigger different audiences.

Places like art houses (where foreign film or films for smaller audiences are most likely to be shown) will require less funding and distribution as smaller audiences would be attracted to them, so therefore they would only make it in to smaller places like art houses.

Whereas on the other hand companies like Universal, Warner and Working Title always get distributors for their films to be shown in large multiplexes. This means their film attracts a bigger audience. Opening weekends usually determine how much the film will make and how much audience it will attract. However Working Title films for example have safe distributors and marketing. However they have to keep to their certain image to attract the right audience. This typical Working Title image is middle class and big events like "Four Weddings and a Funeral" or literary adaptations like "Monument". These are the things that attract their audience especially the American audience. This was proven when "My Beautiful Laundrette" was a more rural image of Britain and it didn't manage to be of much of a success. So therefore it proves that working title have a specific audience.
Marketing can also bring in specific audiences. This is through vertical endorsements and synergy. This is because people may be interested in merchandise, songs or theme parks. This could help promote the film so therefore they will then buy it or watch the film. Audiences have also become less specific lately with convergence. This is because people have more time to watch films as you can download them and watch them on handheld devices for waiting for the bus which may then lead to viral marketing. So therefore marketing can help promote a film to bring in larger audiences.

But also companies can help manipulate certain marketing to their advantage to draw in more or specific marketing audiences.

Films are however films are also made successful by certain pull factors like good looking actors or successful direction. However there are lots of direction and actors out there but if you haven’t got the money, distributors or marketing you can’t make the film.

So in conclusion as Tim Bevan said he spends 90% of the time on marketing and distributing, whereas the rest is only the remaining 10%. So therefore agrees with the statement that marketing and distributing is the main reason for a film getting its audience and becoming successful, as you can’t make a film with nothing but you can use any actors or mean...