

Candidate 5 evidence

	Media content in context	
(a)	<p>I have studied Psycho by Alfred Hitchcock as during the time that Hitchcock filmed Psycho there were internal factors of institutions that he had to consider. For example budget was an internal factor as he had under \$1 million budget to film Psycho and this did not stop Hitchcock from doing certain things. For example because of his low budget Hitchcock filmed Psycho in black and white and this helped to save money as it was much cheaper than in colour. As well as because it was filmed in black and white this helped to reduce the story</p>	

scenes in Psycho - for example
the blood in the shower scene. As
this helped to get it past the
~~the~~ censorship. Budget as an
internal issue did restrict
Hitchcock's ideas as for example
he wanted to have a high eye view
of the city in the first scene
however it was too costly to get
a helicopter to shot this scene
therefore this became a limitation to
Hitchcock resulting in him having a
different shot with this first scene.
An external factor that affect
Psycho was crowd scene where
no place in Psycho. As Hitchcock
hated crowd ~~scene~~ scene and
needing to hire and block a
street in order to film would have

been quite complex and difficult to happen. As well as technology would have been an issue as # back in the 1960s the technology was different, out of date and much heavier to ~~move~~ adapt and more awkward and this was one of the reasons why Hitchcock did not have crowd scenes within Psycho.

1b) Alfred Hitchcock also made use of a narrative structure however was not very clear in Psycho. Because it lacks the element of Toddler theory, for example with Marion's equilibrium (state of normality) she was a secretary that was not completely happy. She was having a secret relationship

with Sam and she thinks
marrying Sam will help her ~~with~~
to for fill ~~the~~ her happiness. There
is then a disruption as Marion
finds out that Sam can't marry
her because of the ~~financial~~ ^{financial} debt
his in. Then Marion tries to restore
this disruption by stealing the money
from her workplace. She then ~~realises~~
realises the disruption she has
caused and wants to restore it
by returning the money however
she is then ~~more~~ murdered and
killed of. Therefore leaving the
audience with out an ~~an~~ new equilibrium
that matches the old equilibrium. This
was a way of Hitchcock emphasising
how there are no happy endings in
life. As this was reflected to

inspiration as it lacks the absence
of Todorov theory.

Hitchcock also made use of crows
such as the birds in Psycho. As
these birds would indicate when
a plot twist is going to occur. Or a
sudden change as this was a code that
the audience could know a bad thing
is going to happen. For example
the pictures of the birds in the cub P 1
bedroom. Also the parlour scene
there were ~~stuffed~~ stuffed birds. And
one significant bird which was the
black bird over Norman's shoulder this
helped to ^{do} Forsterman's ^{do} death.
As these birds had a sense of
~~the~~ evil and darkness - ~~could~~ ~~forward~~
them. These were influenced by

~~institution~~ institution as Hitchcock
purchase famous expensive ~~painting~~ ^{painting}
of ~~the~~ birds in order to portray
the ~~image~~ image code.

① Hitchcock also made use of film
language within Psycho through the
use of various shots in order to
create suspense towards marion's
murder. Particularly close up shots.
As for example in the shower
scene. There was a close up of
marion's legs and this helped to excite
the audience of 1960s as they
did not see a lot of sexual
references on TV. Also there was
then a middle shot of marion behind

The shower curtain and this helped to identify that Marion was naked. As well as there was the close up shot of ~~her~~ the shower head and this helped to place the audience in to the shower with Marion. As they were in her position. Then there was the 270 shot of Marion turning the wall and this was slow paced as it helped to create tension and suspense, as the audience could see Marions killer approaching her. As well as due to the institution of the use of technology this meant that Hitchcock could film in different spots that he liked and certain spots where no ²⁵⁶ because of the available technology.

Hitchcock also made use of sound in relation to language. For example in the shower scene during Marions murder. There were ~~was~~ high pitched, sharp violin instruments playing. As this helped to emphasise the shock and horror. As well as the ^{speed of} knife matched the fast paced sound so it helped to build the ~~just~~ sinister atmosphere. Also Hitchcock made use of sound through voices for example when Marions was ~~heading~~ ^{driving} to a quarry ~~from~~ with the stolen money, Hitchcock put narration in to Marions head. of what her boss would ~~not~~ have thought of her. The voices were tormenting ~~and~~ Marion and Hitchcock easily used this because of his camera

Crew level sound was no issue when it come to institution as he had knowledgeable ^{experienced} ~~staff~~ crew to edit the sound.

Within Psycho music on scene was another language code used.

by Hitchcock. For example the Bates house this was a spooky looking house that looked over the Bates motel. It was a ^{Authentic} Gothic ~~art~~ architecture as it had the sense of evil and mystery within it.

As it helped to identify / reflect the type of characters the Bates were going to be. ~~As~~ It had the mysterious sense that ~~Norman's~~ dominant mother lived in it.

Hitchcock also made use of ceteros

within Psycho, as his main purpose was to entertain. And he did this through the use of surprising and shocking his audience. For example when Norman turns out to be the killer and is dressed in women's clothing this was odd for a 1960s audience to see. As they wouldn't often see men in women's dressing within those time or days. He also made use of adding 'horror' as a genre into Psycho as this was new for him because in his previous film they often had thriller and surprise. And his other purpose was to make profit from Psycho. As this was successful because by the end of 1960 he had made

\$15 million dollars in US alone

which helped to launch his career

Making Hitchcock (Psycho) in

to the best 1960s Hollywood

film. As this shows that budget

was no issue as he made more

money ⁱⁿ than he started with.

Representation was ~~not~~ important

to Hitchcock as in his previous

film he had a typical representation

of women. ~~of~~ of various types

higher class, sophisticated and

blonde as Grace Kelly in Rear

Window. However he made

Marron in to ~~create~~ different

representation. As she was

a pretty lower / middle class

women that men liked to stare

at. Hitchcock ~~would~~ wanted the audience to relate to ^{Marion} ~~the~~ ~~audience~~ through the use of her clothing as she was dressed in regular clothing that was not specially designed and was ~~just~~ bought from popular stores. therefore the 1960s audience could relate to. Also the use of location was important for Marion to ~~not~~ relate to the audience for example in the first scene The Jefferson Hotel. Hitchcock ensure that he made Marion likeable and good looking to the audience so that they would ~~not~~ not see her as a bad character when she steals the money instead they ~~sympathise~~ sympathise with her.

so that when she then killed the audience is shocked, confused and upset as she was the main protagonist. Therefore showing that budget was no issue when it came to expressing the characters. For Hitchcock as the clothing was in expense.

Hitchcock also made use of ~~the~~ representation towards Hermann Baker's character as ~~Anthony~~ Anthony Perkins played him. Which was odd as Anthony was a confident, outgoing guy, and Hermann as a character was shy could talk to girls. Hitchcock made Hermann this character so that the 1960s audience could relate to him. And feel sympathy for him. So that

	When Norman turns out to be	
	to kill the audience is shocked	
	and unsettled as they did not expect that.	