

Candidate 1 evidence

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1(a)	<p>Within the movie 'Get out' there was a series of society factors that went into the creation of the film. These factors include the Black Lives Matter movement and the idea of a 'post-racial' America. The black lives matter movement was created to protest the killing of Trayvon Martin, who was shot dead by George Zimmerman. Trayvon Martin was only 17, he was shot because Zimmerman felt he was suspicious. Zimmerman later faced no charges against this murder, and it was argued as self-defence. There are a few references to this ^{the} Black Lives Matter movement within the movie. The main reference being the pre-title scene which is a direct reference to the killing of Martin. The scene opens with Dre walking alone through a nice neighbourhood at night, he is talking on the phone. On the phone he says how he feels unsafe and out of place in this suburb. The camera is following Andre as he walks down</p>

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	the path. When he turns around to	
	walk away from the car the camera	
	still follows him, only from behind	
	this time. This entire scene is one	
	shot. This is a reference to Trayvon	
	Martin because like Andre, he was	
	walking alone at night through a	
	nice neighbourhood when he was	
	attacked by a white man.	
	Another society factor that went into	
	the creation of 'Get out' was 'post-racial'	
	America and the election of Obama.	
	Once Obama was elected president of	
	America many right-wing Americans	
	started to talk about how now America	
	was 'post-racial', meaning that America	
	had reached beyond race and that	
	racism was no longer a problem	
	because now a black man was in	
	charge. The term 'post-racial' was	
	first used by a right-wing radio host	
	on Twitter. The belief that America had	
	become post racial was heavily argued	
	by the Black Lives Matter Movement. An	

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	<p>Effect of this belief is casual racism and micro-aggressions against black people, because how could you be racist in a country that was once run by a black man? An influence of this on 'Get out' is the character of Dean. He presents himself as woke and left-wing but actually his attitude towards Chris changes and is different than his attitude towards other white people. He changes his vocabulary to a more stereotypical 'black' sounding one. Using words like 'my man'. He also flaunts his votes for Obama in front of Chris, saying he would've voted for Obama a third time if he could have. This is what is described as 'casual racism', changing the way you act in front of black people so they 'understand' that you are woke.</p>	
1(b)	The society factors also influence other factors both within and outwith the movie. For example, categories. Through out	

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<p>the movie there are many horror conventions used to appeal to horror fans. one being ominous atmosphere. In the pre-title scene with Andre straight away the viewer understands that something is wrong in this world. When the song 'run ba' 'run rabbit run' starts to come on through the car radio, the viewer quickly understands that something is going to happen to Andre. Another scene where this convention is used is in the trading ^{silent} auction scene that happens in the middle of the movie. Dean said that the party guest were going to play bingo, but it is soon revealed that it is not bingo. it is a silent auction, but it is not revealed what they are bidding on. it is a very creepy and uncomfortable scene, very typical to a horror movie. The slow zoom out and cuts back to Rose and Chris creates this ominous atmosphere, the feeling of unknown as the viewer waits to find</p>	

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	out what they are bidding on, and the	
	final shot of Chris' picture that leaves	
	the viewer with even more questions.	
	However, there are other factors influenced	
	by society, the main factor being	
	representation. Through out the film	
	many different types of people are	
	represented through the lens of the	
	society factors. The main group	
	being represented is black people, as	
	the main character is a black	
	man. The representation of Chris	
	could be argued as unsterotypical	
	because unlike in most films	
	that feature a black person, he	
	has his life together. He has a	
	nice apartment, and a good job.	
	He isn't what is expected of a black	
	man in a film. Chris is your	
	everyday man. He This could be seen	
	as something to subvert the expectations	
	of the viewer or seen as something to	
	prove a point, that when someone sees a	
	black man with success it doesn't	

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<p>register as normal. Another group represented is the police. In both scenes where police are seen they are portrayed in a negative light. This is because for black people the police are not often seen as the heroes ^{heroes} in the story. This would make sense as why Peete included these scenes as the target audience is partly black people. In the first police scene, Rose and Chris have hit and ^a deer and Chris has called the police. Despite the fact that Chris was not driving he still wants to see his ID, this is a common experience by black people. This could be influenced by the Black Lives Matter movement, as they often protest the behaviour of police against black people. A final group repres The other scene which poorly and negatively represents police, is when Rod is laughed out of the station by black police officers when trying to get help for Chris. This subverts the expectations of the viewer</p>	

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3.	Pair A.	
	<p>Within the two posters there are some similarities, including the lay out. In the poster for 'Enola Holmes' the characters are all behind one main character. Enola Holmes is at the centre of the poster, behind her are the other characters, sized based on importance. Sherlock and Mycroft are next, Sherlock looking into the camera and Mycroft looking off to the right. At finally, the other characters are placed around these three. All in action shots, meaning they aren't posing but are ^{are} doing something within the movie. Below this are buildings in London setting the movie, and making it clear to the viewer. The poster for 'Enola Holmes 2' has a very similar poster. Enola Holmes is in the centre surrounded by other characters, again ordered from importance. However, in this poster all the characters are looking into the camera. These are clearly not shots from</p>	

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	the movie, but posed pictures. There is a scene from the movie below, under the title.
	Another similarity within the posters is cast. On the poster for 'Enola Holmes' the cast ^{actors are} is clearly shown. At the top ^{top} of the poster there is a list of four actors. These are all big names. The purpose of this is to attract fans of these actors to watch the movie and ^{therefore} make more money. for the These are all very known names meaning the fan base will be large, esp ^{especially} with Helena Bonham Carter who is very famous. The text is very clear meaning that it is easy to read. Similarly, within the poster for 'Enola Holmes 2' the actors names are displayed on the top of the poster. Seeing as this is the second movie, Millie Bobby Brown had definitely gained more attention outwith Stranger Things. On this poster the faces of

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	The cast are clearly shown. This means	
	that people may recognise an actor	
	and want to watch the film.	
	A difference in these posters is the colouring ^{genre markers.}	
	In 'Enola Holmes' the colours are bright.	
	There are pink flowers within the magnifying	
	glass and the background is light blue.	
	Enola Holmes is also wearing a bright	
	dress. This suggests that this movie might	
	be happy and fun. It's hard to understand	
	a genre through this poster. This is	
	because bright colours have connotations	
	to happiness and joy, but the character	
	seem serious and angry. However, in	
	the poster for 'Enola Holmes 2' there	
	the colouring is much darker. All the	
	characters are dressed in dark colours	
	and the background is dark blue, with	
	fire at the edges. This makes it	
	clear that this movie is an action	
	adventure. This is because the dark	
	colours are most usually found within	
	this genre. The fire also conveys danger.	

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	<p>A final difference^{similarity} between the 2 posters is the representation of women. In 'Enola Holmes' women are represented as powerful. Helena Bata^{Bonham} Carter's character seems/appears to be in the middle of a fight, Susan Wokema's character seems serious and angry, and Millie Bobby Brown appears strong. Even though she is in a dress, which is typically feminine she still seems powerful. She doesn't seem as powerful as the other two women, in the picture in the centre she seems timid with the way she holds herself, but in the picture at the right she seems angry and ready to fight. Similarly, in 'Enola Holmes 2'</p>	

Candidate 2 evidence

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1	<p> one society factor affected that is shown in a.) 'winter's bone' is Third-wave feminism. Third wave feminism is a feminist movement that started at the end of the 20th century at the end of the 20th century, where women feminists wanted to be wanted to be equal to men but not the same. They fought to make female heroes, who did the same tasks and save the the world world^{Just like men}. They wanted to get rid of the way women were the damsel in distress for once, and be the hero like like the men. In the "winter's bone", Ree is a strong and brave character, Ree Ree defies the stigma of gender norms as of a hero as she does everything in her power to protect her family and herself. Ree has to face adversity, danger and trauma throughout the film, in order to find her father, Jessop, who had put up Ree's home up as collateral as collateral, if Jessop missed his court date appearance appearance. This defies the gender norms as Ree is fighting to find her father, which puts her at risk with some bad people, for example, </p>	

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	<p> @ there is a scene, where Ree talks to Thump about her father, however Thump doesn't listen and Thump tells her to back off. Ree on the other-hand does not care and she goes back to talk to him, even if it costed her. (it then led her to get beaten up by Merab, Thumps wife, who reinforces gender norms of that men are the boss bosses and tell their wife wives or partners do to stuff for them like cooking and cleaning). This represents the feminist This means that the is Third-wave feminism is also not then modernised then, as women are not seen as equal. </p>
	<p> another society factor that affects "winters bone" is the place it's is set in. in "winter's bone" is, it is set in a hillbilly society/ community which is is is called the Ozark community. The Term "hillbilly" is a name given to a community who is live live in mountainous areas and is are the people who do things themselves, however they are also perceived as people who are more violent and dangerous. </p>

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	<p>by tapping the gun on the side of the car. However, Ree just sat there quiet and stiff like a man sloth. This showed that the men take charge of these situations and women have to stay quiet and let the men handle it.</p>
B)	<p>With a third-wave feminism, Ree is represented as a brave and strong woman who needs to find her father in order to save her home being taken by the the authorities. Ree throughout the film goes through so much. For example, there is a scene with Ree and Merab's crew on a boat, in this scene, Ree Ree is sadly in met with the her having to chop saw off her father's hands, who is was been dead. ^{was been dead dead.}</p> <p>This scene shows her dedication to get proof of her father's death to help her family not get evicted. However, this also defies the expectations of female representation as women as perceived as weak, emotional and reliant on men to help them. Ree shows the audience that she doesn't care</p>

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	<p>about being hurt. Ree also Ree also throughout the film doesn't care about how she looks to people like how stereotypical women should be. Ree wears oversized, dirty clothes and which indicates that they don't have much and can't afford to buy any anything. Ree is the woman who takes on the role of a mother-figure who takes care of her little siblings, as Ree also tries to join the army in order to provide for her family but also in the scene where she is at the school, we also see a bunch of women getting taught how to carry babies which completely disregards feminist ideologies that women shouldn't only be the ones taking care of children.</p>
	<p>hillbillies are represented Hillbillies like Teardrop are represented as violent and dangerous and the breadwinner of the family. Teardrop is the breadwinner he help and protect for example, there is a scene where Ree is asking Teardrop for for help to find her father, in that</p>

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	<p>time, Teardrop threatens Ree (physically) about trying to find her father as it is dangerous by grabbing her throat, which indicates Ree could positively on the male stereotype of being aggressive and agitated. However, with Teardrop, he is not the as same as Thump, Teardrop Teardrop throughout the film is helpful and caring as well, towards Ree Ree as as his size which express then again defies the stereotypical as male representation as Teardrop makes sure Ree is okay after she had got beaten up by Ree's crew Merab and her crew. Delusory billies act and Teardrop compared to Thump is something much different, Thump on the other hand is someone to be feared, as he is the big the big boss of that Ozark Community. There There is a scene with Thump where he tells Ree to go away and when she comes back, he gets his crew to beat her up, but then he eventually helps her find her father, but to stop asking him so many questions.</p>

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	Pair	
A		
3.	Pair A - film posters.	
	Enola holmes so movie ^{film} series.	
	in poster 1, I can see a big magnifying	
	glass	
	In poster 2, "Enola Holmes: 2" we can	
	see a big group of of women ^{at the bottom} of the poster of the poster	
	of the poster of the poster This might could indicate that	
	in the new film it indicates ^{may include} a feminist	
	movement of ^{or act of protest} . This is because they	
	way the are dressed indicates that	
	they may be workers and at are walking	
	away from their workplace work jobs. Also,	
	The way the three girls in front of	
	the group are holding hands may indicates	
	that they had something to do with the	
	whole group of women behind them, and	
	may have helped each other to escape what	
	seems to be horrible conditions, as we	
	can also see that the behind them seems	
	to be a factory set in a factory,	
	meaning the women could have been working	

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	<p>in the middle trying to find her mother and in order for her to do that she may have to escape, as the it looks like the film is based in London. This can be backed up by the big magnifying glass. Which also indicates that she has to find someone or something in order to get answers within this magnifying glass, there are a bunch of other characters, however the two people who stand out is the two men at the top of the the glass, which indicates that they may help her in the film, however one of the men who is wearing the top-hat is looking off to the side, which then indicates that he may be someone who tries to stop her in her adventure. This poster evokes a society factor that this may impact impact is Third-wave feminism and the negative ideologies that men women are always put down by men and not not encouraged by men.</p>
	<p>in poster 2, The girl in the middle, Millie Bobby Brown, has her fists up which indicates</p>

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	<p>that she is ready to fight something or someone who is in her way. The way she is dressed indicates she is more confident and independent in what she does in the film as the way she is dressed indicates a more manly feel. This represents the girl as strong and brave and doesn't stand down without a fight, she defies female stereotypes of women being weak and reliant on men. This is because the film this can then interest female audiences as they may find it empowering and makes them feel they can do anything.</p>
	<p>also in poster 2, the title of the film on paper that is burning and it shows writing behind it, this could indicate that the film has something to do with a forbidden piece of paper which potentially makes the film's plot. The piece of paper seems like a contract of sorts, which also indicates that something illegal like either child labour is happening in the film, this could attract</p>

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an audience who like mystery films, as the film seems like something to do with mystery and questions.

Both posters include a boy who looks the same age as the girl in the middle, which indicates a potential love interest in the film. This can then attract an audience who love romance ~~and~~ films as it gives it a sense of happiness for her.

Candidate 3 evidence

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2a	<p>Within 'The Last of Us' episode 1, the use of language codes to convey normality in the pre outbreak scenes is evident. As we follow Sarah about her her day, we mainly focus on her through midshots and slow moving steadicam. These features of language heavily contribute to calmness and normality within Sarah's daily life pre outbreak as all is smooth and not exaggerated. For example, when Sarah leaves The Adlers' house, she skips down the steps and peacefully runs her hand through the sprinklers. She is followed with this midshot steadicam yet again to continue the natural normality of Sarah's life. The diegetic sound of birds chirping, dogs barking and overall suburban life ambience illustrates the calm normality of pre outbreak life as well, as no loud or disorderly noise is present until moments of disruption begin appearing and tampering the normality. Another Another language feature which builds</p>	

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	<p>this idea of normality is the high key, warm lighting used throughout Sarah's day in the pre outbreak scenes. The sunlight is natural and warm, constituting a contented summer's day, and inside Mrs Adler's house is warmly lit with natural tones, overall creating a homely vibe. All of these language features constituting normality begin to get tainted however when new, occasional language codes arise creating a sense of impending danger. On the morning radio in Sarah and Joel's house, reports can be heard in diegetic sound of odd occurrences taking place. This leaves an undertone of danger as it seems out of place in this normal seeming neighborhood. Further through Sarah's day, many police cars are spotted in action racing to a scene. Sarah acknowledges these, with their blaring lights and sounds, but doesn't think too much on the matter as a young</p>

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<p>girl who is unassuming of anything out of the ordinary. Furthermore, as Sarah leaves the Adles house, a deafening sound can be heard as the camera shot changes to a low angle looking up over Sarah's shoulder at some low flying military jets. This sight is that which connotes danger on the horizon, as low flying jets with deafening sound means they are travelling to a nearby threat. Once again Sarah shrugs off this strange occurrence and continues with her day, continuing her normality connotating life, for now.</p> <p>Overall, language codes used in the pre pre outbreak scenes of The Last of Us episode 1 allow for an initial feeling of normality to be created, however with dark undertones of a danger on the horizon just approaching hidden amongst the calm.</p> <p>In the last of Us episode 1, nearing</p>	

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	<p>the end of the episode, language codes and features are used to portray Joel's character and personal evolution to the audience. When Joel, Tess and Ellie make their escape from the QZ, they are discovered by a guard who threatens to have them killed. There are a number of back and forth shots between Joel's party and the guard to arise tension as this continues. The guard wields a Cordyceps tester and begins to test Joel, Tess and Ellie, showing red red coloured lights to determine their status. This whole scene is lit with low key lighting as it is a thundering night, so these lights break through the darkness as Ellie tests positive. Ellie quickly grabs her knife and a closeup quickly moving shot follows the knife into the guard's leg, causing his outrage. He begins threatening to shoot Ellie and Joel jumps to attention. He stands hands out in a wide stance, protecting Ellie in a shot that mirrors his</p>

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stance when a similar situation arose with Sarah where she died, so much so that this parallel shot fades to white then to a flashback of the moment itself. The lighting, stance and facial expressions are all so similar, yet 20 years apart. This parallel shot flashback ends and Joel throws himself on the ground. Diegetic sounds of punching and blood can be heard as a low angle of Joel's face handheld is displayed on screen at closeup. His facial expression is full of rage as he swings and swings at the guard. The shot swaps to an over the shoulder from Ellis's point of view, the ~~the~~ guard obscured in the low light yet we still hear and see Joel's rage. These language codes of Joel's parallel shot followed by his rage driven assault illustrates how his character has changed since the loss of his daughter. Joel was once a family man, caring and soft spoken.

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26	<p>Institutional factors are prevalent within TLOU episode 1, and budget is one of these factors. Within the pre outbreak scenes, to create and enhance Sarah's life of calmness and normality, the institutional factor of budget impacted this a lot. TLOU featured a budget of \$10m, and so the budget for set and props was large, allowing for the exact feeling and displays that were needed to be funded. TLOU pre outbreak is set in Texas, however a filming license for Texas is very expensive, so they filmed in a set-dressed suburb in Canada instead. As fir trees do not grow in Texas, many were cut down and removed, and others were covered with special material which mirrored native trees trees.</p> <p>Furthermore, as the pre outbreak scenes are set in 2003, that meant that nothing on screen could have been from any year after that. Mass amounts of funding went into</p>

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	<p>set dressing with props from that era, for example the old TV in Jool and Sarah's house, and all of the cars seen in the neighborhood. This finding into accurate props allowed for a consistency and believability to be created for these scenes, as all mise-en-scene is related to its actual timeframe, and creates the genuine feeling of a 2003 Texan suburbia. The establishing shots of Sarah's street all dressed to the setting and timeframe with old cars and native trees feel wholeheartedly like footage taken from that time. The institutional factor of budget relating to language codes allows everything in shot and all mise-en-scene to feel like it belongs, creating a normal, calm Texan neighborhood feeling for these pre-outbreak scenes.</p>	
	The institutional factor of BBFC age rating	

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	<p>affected the Joel beating the guard scene of TLOU. As the show is rated 15, this meant that violence can be featured, however not lingered on or focused on explicitly. The showrunners wanted the show to remain a 15 despite the game it's based off of being an 18 so that they could have the largest viewer fanbase of both fans of the game, and younger teens inclined to games such as this without excluding them due to the age rating. When Joel lunges onto the guard, the main focus is solely his facial expression and fist going up and down from a low angled shot, paired with the diegetic sound of Joel beating the guard. By not turning the camera to linger and focus on the beaten and bloodied face of the guard, it preserves the 15 rating. Furthermore, once the shot changes to Ellie's over the shoulder POV, as the lighting is so dark and low key,</p>	

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	<p>The viewers can barely see the guard and the state he is in. Solely the diegetic sound of Joel's punches get again. The only sights we see of the guard are are when lightning flashes from the storm and for a split second the scene is illuminated, allowing for a quick glance at what Joel has done to the guard in his attack. This quick glance at the guard through lightning is not enough to boost the age rating as it does not linger, it merely quickly flashes, which is a clever manner of preserving the institutional factor of a BBFC rating of 15 while still containing the violence the show wanted to contain. The institutional factor of a BBFC 15 rating impacted language codes as this meant that to preserve their rating, they had to be creative in the manner they displayed the violence on screen, leading to visually interesting shots which feel mature yet still as a 15.</p>	

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3	<p>Poster 1 (Enola Holmes) appears as a film in the genre of thriller mystery. The cast members are all featured within the glass of a magnifying glass, which connotes the mystery genre due to its connection with detective work. The text for the tagline wrapped around the magnifying glass reads "Mystery runs in the family" further relating to the genre by explicitly stating the word "mystery" to the viewers. Within the poster, there are scribbles around some characters such as words, circles and scribbles. This further connotes mystery as it resembles the corkboard or ideas listing of a detective, stringing up ideas around potential clues and suspects. The name of the film "Enola Holmes" relates to mystery as well, as it presents itself as a retelling of the classic mystery and detective stories of Sherlock Holmes. The title being typed in misspelled letters creates the impression and connotation</p>	

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	<p>Poster one conveys a lighthearted tone through its images, colour schemes and lighting. The background colour of poster one is a light, pale blue. This colour and shade connotes calm and peace, which overall bathes the poster in a more lighthearted tone than if the background was a darker, grey grim tone. Furthermore, the lighting of the poster is high key, natural seeming lighting. The use of high key lighting is to overall create a more optimistic tone and feeling of an image. Here it is used to boost this lighthearted tone of the poster. None of the characters displayed appear conventionally evil appearing or untrustworthy. No one is sneering or in inherently stereotypical villain attire. The only person showing any aggression or ideas of it is Helene Bonheur Carter's character, however her outfit of pastel hues contradicts her fighting loose fighting stance, overall allowing the whole cast to appear on the friendlier</p>

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	side and connote a lighthearted tone	
	yet again. The base background of	
	the poster features a sketchy style	
	cityscape cityscape of London, once	
	again in the calming blue tones.	
	This sets the scene for the film	
	but also conveys it further lightheartedly	
	as there is no notable action or	
	adventure within the displayed is setting.	
	It is a straight angle shot in these	
	blue tones connotating peace, normality	
	and further boosting the lighthearted tone.	
	Poster two however does not convey	
	a lighthearted tone. It appears more	
	conventional of an action/mystery movie	
	as instantly, the bottom of the poster	
	is notably on fire, creating a sense	
	of chaos and action straight off the	
	bat. The fire is rising up through	
	the cast members, framing them and	
	creating leading lines around them, further	
	boosting this action and chaos as	
	the cast is surrounded with fire.	

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<p>The background of this poster is not blue like poster one, but monochrome, resembling snippets of newspaper, and creating a grittier, darker tone for this sequel. Instead of the straight angle shot of London in poster one, the buildings of London in poster two are cut out and disorganized, creating supplementary canted angles in the process, and adding this chaotic and darker tone, as canted angles represent disorder. The cast are pulling more serious and formal formal poses in poster two as well, as they are all stood straight, and looking eyes with the camera, unlike poster 1's action derived shots of cast members in the moment. This serious body language from the cast members, especially MBIB, as her whole demeanor has changed from a young lass to a fighting action hero, creates this change in</p>	

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<p>tone for the film's sequel to a darker and more chaotic seeming film, opposite to poster 1's lighthearted and organised tone.</p>	
<p>In both poster one and two, MBB is represented as the lead role, but in each poster she appears in a different demeanor. Poster one represents MBB in the lead role as she is the focal point of the poster. Her image is large taking up half of the screen space, and central to the poster. She wears a red dress and faces just off centre from the viewers eyes, making her appear noticeable but with a sense of intrigue and mystery due to the lacked eye contact. She seems young and unknowing, her body language appearing uncertain but attempting to remain calm and confident. Overall MBB's portrayal in poster one is of a girl coming into her own in the world,</p>	

Candidate 4 evidence

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2a.	<p>The shower killing scene from the movie 'Psycho' uses effective language codes. For example, a close up shot of Marion's blood going down the shower drain is used after she is murdered. This shot is effective because from it highlights her blood going down the drain and being washed away which is symbolic of Marion's life fading away, because the blood represents her life, and it is being drained. There is also another close up shot of Marion's hand reaching for the shower rail as she falls and pulling it down. This shot is also effective because the shower rail symbolised Marion's safety, acting like a barrier, but after she is killed, the close up shows the rail being pulled off, which represents Marion's safety being taken away now that she has been murdered.</p>	
	<p>Another language code used in the same shower scene in 'Psycho' is the music. As Marion is showering at the start, there is no music, and instead just the sound of the shower, which reflects the calmness of the situation at that point. However, once the killer suddenly pulls back the shower curtain, a loud, ^{aggressive} and high pitched kicks in, which reflects</p>	

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	<p>The very sudden escalation of the situation. Just as the music goes from zero to one hundred, so too the scene and danger Marion is in also becomes much more extreme. Another reason that the music is effective in this scene is because it matches the nature of the murder. The music is a repeated high pitched and aggressive noise, which makes the audience even more uncomfortable and matches the repeated stabbings from the killer.</p>	
	<p>Language codes are also used effectively in the film 'Get Out', through the editing in the scene where Andre has an outburst after the flashing photo. In this scene, during the lead up to the interaction, the editing and cuts between shots is at a slow and normal pace. This shows how the situation is pretty calm and relaxed at that point. But once Chris takes the photo of Andre, the editing and cuts between the shots suddenly becomes very fast and frantic as Andre seemingly attacks Chris. The escalation in the speed of cuts and the amount of cuts is effective at mirroring the intense and sudden outburst from Andre during this scene which was unexpected.</p>	

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	<p>A language code that can be seen in the movie 'Scream' is the use of music and sound during the opening scene. In this scene Casey receives a phone call from the killer, who gradually scares and torments her more and more as the scene progresses. Once things start to get intense and dangerous for Casey, we can hear the faint sound of a rising heartbeat, which gradually gets louder. We are unsure whether this is diegetic or non-diegetic sound, since it could be Casey getting so scared that she can hear her own heartbeat. This creates a rising tension in the scene and makes us feel bad for Casey since we can tell she is scared.</p>
	<p>Another language code in 'Scream' is a shaky tracking shot that follows Casey through her house as she is frantically locking her doors. This shot is effective because the shakiness of the camera reflects how intense the situation is, and how nervous and shaky Casey would be feeling to. It adds a sense of urgency and franticness to Casey's actions which makes the scene more intense. The shot^{camera} following behind her too as she runs around makes the viewer feel like we are there with her in the scene, which makes it</p>

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	more intense and scary for the audience.
26	An institutional factor which affected the language
	in the film 'Scream' was the age certification.
	There was an ongoing battle between the Director
	- and the MPAA around the age rating since Wes
	Craven wanted an R rating but the MPAA felt the
	film was too violent and would need an NC-17
	rating. This was bad for Scream since ^{an NC-17 rating} it would limit
	their cinema an audience, discourage advertisers and
	stop video stores from stocking their film which
	would negatively affect profit. Because of this, certain
	shots in the opening scene had to be removed.
	For example, the MPAA wanted the shot of Casey's
	boyfriend Steve, with his entrails hanging out to
	be removed. They also wanted a shot of Casey's corpse
	hanging from the ^a tree to be shortened in order to
	get an R rating, so these adjustments were made.
	An institutional factor which affected language in
	the film 'Get Out' was the budget. Since the film
	had a small budget, from Director Jordan Peele

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	<p>had to manipulate the audience into thinking that there were lots of people during the party scene, even though he didn't have the budget for lots of extras. It was made sure that all their extras for the scene were carefully positioned around Chris at all times, to give off the feeling that he was surrounded and overwhelmed. This gave off the effect that there were more people than there actually were on set. Long shots were always filled with ^{all} available extras in the background also to make the party seem busy.</p>	
	<p>The movie 'Scream' features lots of shots and establishing shots of their high school setting. This is because it appeals to their target audience which is teenagers. An establishing shot of a high school will draw a lot of teenagers in because this is a relat relatable setting for them, and a lot of their life is spent ^{at} and revolves around school, so this setting is familiar and important to them, which makes the establishing shot of a school effective as it should quickly interest a teenage audience in the scene. Teenagers will also like to see a horror movie set in a location so relevant to them since they are the main target audience for most horror films.</p>	

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	In the opening scene of <i>Scream</i> , there is a close up	
	shot of Casey Gooding with a knife. This is effective	
	because it will quickly interest the film's target audience	
	of teenagers. This is because a knife is common to	
	the horror genre as a frequently used weapon in	
	many other horror movies which the teenage target	
	audience are likely to have seen and be familiar	
	with. So after seeing a knife so soon in 'Scream'	
	they may be excited and interested because they	
	are now anticipating a movie of similar quality to	
	the previous ^{horror} movies they have seen and enjoyed.	

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3	<p>Both posters feature the representation of a female ^{character} characters in the middle of the poster, and taking up a lot of space, implying she will be the main character and is important. This suggests the film will have a lot of female representation so this may interest a female audience who think they will find the protagonist more relatable and enjoy it more.</p> <p>In the first poster, the main character is in a fairly passive pose, looking off into the distance with her hair blowing in the wind, but in the second poster, she is looking serious and appears to be in a fighting stance. This suggests that in the first film, the her character might be similar to more old fashioned movies where women aren't as tough and capable, but in the second poster, it suggests she will be more capable, and more of a typical action hero ^{typical action hero}.</p> <p>Both posters feature a city background, and the ^{Big} London Ben eye which tells us that the films will be set in London which may attract an English audience or people who enjoy films set in London. In the first poster the buildings are neat and upright, however in the second poster, the buildings are tilted and there is fire at the bottom. This suggests that the film in the second poster may have higher stakes and could be more dark and catastrophic for</p>	

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	The city, compared to the first poster which seems more calm.	
	The colours in the first poster are light mostly a light blue, which suggests the film will be light hearted and fairly calm. The colours in the second poster are a mix of with contrasting whites and darker tones which suggests this film could be more dark and intense compared to the first. The orange colour of the flames also stands out and suggests that there will be action and danger in this movie, which could make it seem more exciting for some audiences.	
	The first poster features genre conventions of a mystery adventure film, with what look like scribbled notes across the poster, people dressed in fancy clothes and a curious young protagonist. There is also a tagline saying "Mystery runs in the family" which serves as an enigma code as the audience are wondering what the mystery could be. All this suggests the film will be in the mystery and adventure genre. The second poster features the protagonist in a fighting stance, flames and what looks like falling buildings, so these genre conventions suggest the second film will be more of an action movie.	

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	Both posters feature cast members names at the top	
	of the poster in a colour which contrasts with their background.	
	This makes their names stand out and will get the	
	attention of the audience. This means fans of those actors	
	will notice it and will be more interested in seeing the movie	
	because they like the actor and might have enjoyed their	
	previous work and so they will watch this expecting	
	something of similar quality. They also both feature	
	the Netflix logo to show its exclusive, which might make	
	Netflix users want to watch it because they know its	
	exclusive to them.	
	7	