Candidate 1 evidence

Question 1

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
1.	a) Institutional factors influenced HBO Max's 'The Last of Us'. One institutional factor affecting TLOU is budget. The show had a very high budget of $10 million per episode. This allowed for expensive film shoots and advanced technology for make-up, CGI and prosthetics. The show was able to pay 60 make-up artists in total. Despite having to follow intellectual property laws in accordance with the game, Mazin (the director) was able to change a few things. For example, the clickers in the show had different environments to those in the game and so Mazin was able to use make-up shading to convey these different environments. The make-up and prosthetics team sculpted small crevices between mushroom blossoms on the clickers face to allow the actors to see. They also created plugs that could be inserted into the eyes for closeup shots such as the scene where Joel, Tess and Ellie are being hunted by a clicker in the library. These plugs were then able to be removed for things like stunt work and action scenes, such as allowing them to avoid breaching Health & safety regulations.	

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	the scene where an army of clickers attack Ellie in the cul-de-sac. The high budget allowed for the show to use prosthetics and advanced make-up to make the show immersive and realistic, not just CGI. HBO did this to make the show true to the game and keep the clickers as similar as possible, as their look already had a huge following. The hyper-realism of the clickers make the show more exciting and attract a wider audience which allows the show to gain a higher profit. A high budget also allowed for elaborate film shoots. The scene where Ellie and Joel are attacked in the cul-de-sac was filmed in Canada as it replicated the game so well. The set team had to rip out the fir trees and cover more significant ones to disguise them as different types of trees as firs are not grown in Texas. A high budget allowed them to have the machinery and technology to do this. for the Q2 settings, over 90 sets were built. Mazin had to imagine what it would look like if electricity had been stopped for 20 years. He imagined that there would be lots	

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of water damage, and so hired a specialist team of painters and set builders to make everything look worn and dilapidated. The wallpaper in the QZ is all watermarked and makes it look as if nature has taken over. Budget clearly influences TLOU here as the expensive film shoots were a benefit of the $10 million per episode budget. The high budget allowed them to use advanced technology to make the show look authentic - not just CGI - which was exactly what the director wanted. The high budget gave them more opportunities and flexibility to make TLOU the best TV show created from a game ever.

Another institutional factor that affected TLOU is the BBFC age rating of 15. Mazin wanted the show to have a similar audience to the game (which was a 16+) as this allowed him to reach a wider audience and gain a higher profit. BBFC 15 states that there should be no sustained focus on violence and no strong gore. One way by which TLOU did this is by avoiding heavy bloody images. In the scene where Sarah is shot,

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we hear the foley sound of gunfire before she and Joel fall to the ground. When they try to address her wound, Joel's hands cover the gunshot so that no heavy gore is exposed to the camera- all we can see is the blood on his hands. This allows the show to keep in line with BBFC 15 and continue profiting from a wider audience. Another clever way in which they avoid sustained focus on violence is when a bloater rips off a man's head. This is filmed in a blurred long shot, with focus on another character, so it can just be made out what happens. There is a foley sound of 'breaking' as his head is removed which exposes us to the violence but doesn't dwell on it. Another example is when Ellie kills David after he tries to rape and murder her. She stabs him with a knife 22 times, but all we see is her stabbing the weapon to the bottom of the screen with a foley sound that replicates slicing flesh. The proxemic patters of her movement give us relief

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	when David is killed, but doesn't expose enough gore to break BBFC 15. All of these are clever ways by which Mazin reduced violence and gore to open it up to a wider audience and let him gain more profit, while still matching aspects of the game and making the show scary to watch.	
1.	b) Institutional factors such as budget influence language and categories. In the car scene of episode 1, expensive technology was used to make the show more immersive. A stunt pod was mounted on top of the car, with a cinematographer stationed in the backseat to give him full 360° movement. When the car turns off road and into a field, a handheld camera is used to make the scene more realistic and appears as if we are watching through the eyes of ~~the~~ a character, making it similar to the game. When the first plane goes overhead, the camera moves in a sharp swish pan that mimics the frantic movements we would have if we	

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	were in the car too, as we follow a surprising sound. When the car drives into the crowds of people, the POV shifts from Sarah's POV to an over-the-shoulder pov. The camera moves to the other side of Sarah which breaks the 180° rule and gives the impression that we are clambering around inside the car with her. The scenes of people running were all filmed in one continuous shot to make it look realistic and true to game action. The plane crash was CGI. but the set used really bright lights to shine upon the point of impact and light up the surroundings. the cast and crew were warned not to look at the lights as they could harm their eyesight and they needed to keep in line with health and safety. When Sarah passes out, the camera fades to black and the sound cuts out to make us feel like we are going out with her. HBO's TLOU benefitted from the high budget as they were able to use immersive 360° technology to invest audiences and make	

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the show true to the game, keeping in line with intellectual property laws.

A second institutional factor ~~affecting~~ influencing language & categories ~~used~~ is BBFC, specifically BBFC 15. In Episode 1, Sarah goes to the neighbour's house where the corridor is darkly lit, and low toned music played to create an animous feeling. As she comes round the corridor, she slips on a pool of blood. There is a close-up, accompanied by a stinger chord but the camera moves quickly away so as not to dwell on the gore. This gives the audience a jumpscare, typical of a horror genre, and helps to invest them in the story, but doesn't expose them to any strong violence which was effective in allowing TLOU to have a wider audience and take in more profit. The bleeding man in the shadows is filmed in a medium shot. The room is darkly lit and his arm covers his wound so that viewers cannot see any strong gore. ~~Instead~~ Instead, they can only ~~see~~ the blood on his body which allows us to feel Sarah's fear as

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	She takes in the horror in front of her, but doesn't break BBFC 15. The camera then pans round to show the old lady, Mrs Adler, feasting on her daughter in law on the floor. Her body covers the bite wounds, and as she looks up, the camera focuses on her eyes and top part of her face. Underneath, unfocused, there are cordyceps tendrils sprouting from her mouth, a slow focus on the fungus. This clever use of make-up and technology invests viewers by showing them the fungus, but doesn't focus or dwell on it enough to break BBFC 15. The chase scene is filmed with a shaky handheld camera, typical of a horror film as it makes us feel like we are running with Sarah. This is also true to the game as at this point, Sarah is a playable character. There are foley sounds of feet crashing behind her. When Joel kills Mrs Adler, we hear a foley sound ~~of~~ of metal on bone and flesh as he hits her with a baseball bat. At this point, Nazin has her turn away as she fails to avoid	

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	breaking BBFC 15. However, many game fans have criticised this and have said that the lack of gore and violence has strayed too far from the game. Overall, these decisions were an excellent move on Marin's part as they allowed him to open up the show to a few wider audience and bring in a larger profit making the show successful. He was able to use his skills and media techniques to find a suitable balance that would make the show scary enough to satisfy game fans, while being conserved enough to stick to BBFC 15 criteria.	

Candidate 2 evidence

Question 1

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
1a)	Get Out is a film by Jordan Peele that is influenced by both internal and external institutional factors. One internal institutional factor that influenced the making of Get Out was the budget provided by Blumhouse. ~~Get Out~~ Blumhouse is a production company that is known for making horror films with low budget to maximise profits. An example of this is Paranormal activity which had a $15,000 budget and made ~~hundreds~~ millions in profit. Get Out was similar being given a budget $4.5 million which hindered the production of Get Out. Originally Jordan Peele wanted to film in Los Angeles for the movie but due to short budget had to be moved to Alabama. This worked in favour of the movie creating more impact as Alabama is known as one of the most red	

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7(a)	States in America. In 2016, 68% of Alabama voted for trump, similary Alabama is known for ties to the slave trade which inspired the artimage house ~~des~~ setting that was similar to a plantation house. This added impact as Get out is about racism in a society that claims to not be in ~~that~~ 2016 after Obamas 8 year presidency. However Get out was negatively impacted by the budget ~~through~~ as Peele wanted a white car ~~originally but was~~ in the deer hitting scene to showcase the blood clearly but was forced to be red due to production costs. This negatively impacted Get out as it took away from ~~horror~~ impact of the scene and its addition it could have had to horror element but the scene ~~lacked in~~ content excel due to colour change as a result of budget. It also took away the emotional importance of the scene to chris as it ~~is~~	

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1a)	Foreshadows how Chris's mother passed in a car accident causing childhood tranma to him. This impacted audience as they may not have understood the correlation to Chris's mother. Overall, budget had both positives and negatives during the budget that could have enhanced the films message.	
	An external factor that influenced the the making of Get out was the age rating boundaries set by the BBFC. Often film makers will want a low age rating in order to reach a wider demographic to generate more sales to make profit. Get out was a 15 but had to meet the following boundaries relevent to them so it would not be Put to an 18: Threat and horror, Gore, Language and violence. One Scene Get out may have difficulties navigating is when Chris fights Missy Artimage and kills her to	

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1a)	escape. In this scene, directors had to rely on justification on context and off screen gore/death to keep it ~~en~~ a 15. Firstly, Chris is established as a victim of racism throughout the movie and this scene is potrayed as a captive vs Capturer moment rather than Chris being violent to women. Chris only goes after the tea cup used to hypnotise him by Missy to smash it but Missy grabs a letter opener and stabs Chris who does not reach for it at all in the scene, he lets Missy stab him and only then he turns it on Missy to stab her in the eye but no blood or wound is ever showing on Missy or Chris in this scene to avoid unnecessary gore. However, The violence is justified by context out of Chris's need for survival after being held under hypnosis by Missy.	

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1a)	Additionally, In the scene where Chris kills Jeremy it also relies on context and lack of Gore to remain a.15. ~~The directors of Get Out~~ In this scene it is evident Jeremy is the villain/ attacker as he tries to strangle Chris who was planning to leave without more violence. This allows for Chris who fights back stabbing ~~Chris~~ ~~in~~ Jeremy in the thigh with the letter opener used against him earlier and to stamp on him as Chris has to do it or he will be killed by the established villains of the film. As well as this Jeremy is never shown as real only known through sound or lack of when Chris stamps him one last time. Overall, the directors may have struggled to film these scenes as they have to rely heavily on the precision of the camera and visibly showing Chris as a victim.	

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1a)	In conclusion, Get out is influenced by institutional factors but sometimes it enhances the movie ~~of~~ despite difficulty shooting.	
1b)	~~Get out is a film that relies on representation and language to help not let the age rating impact Get outs making and certain casting choices.~~	
	~~One scene that ~~relies~~ language is used to help deter the impact of.~~	
1b	~~Get out~~ Language and ~~representation~~ categories were influenced by institutional factor when it came to age rating and casting in Get out.	
	One scene language was influenced by the external factor age rating is when Jeremy and Chris fight. In this scene sound, camera shots and acting choices	

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16b)	were ~~they~~ influenced in order for Get Out to keep a low age rating. In the beginning of the scene, Jeremy has dialogue of 'You fucker' as he strangles Chris showcasing him in a angry and villainous way whereas Chris is silent and struggling for breathe ~~Pta~~ showing him as helpless in the situation. This helps justify the threat and violence of the scene ~~as Chris~~ when Chris fights back as he has to for survival. Furthermore, Camera shots were crucial to keep Get Out a 15. Firstly, there is a mid shot of Chris stabbing Jeremy in the thigh so Jeremy is forced to release and then a long shot of Chris stamping on Jeremy with his foot is used but Jeremys face is covered by the set wall. Then there is a close up of Chris as he does the final step and use of live sound is used by Jeremy as he whimpers and goes silent. All of this is used to not showcase gore or	

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16)	Obvious violence in this scene, and it is justified by Context.	
	Before this scene, language is influenced by age rating during the Surgery scene as to avoid an 18 age rating. During this scene, Dean is Performing a brain Surgery ~~on~~ and there is a close up of the head showcasing the Scalpal and blood but then cuts to a close up of Dean and the brain is visible but blurred by Deans glasses to remove the gore aspect. This allowed the scene to be in Get out to showcase the actions of the artimages fully but keep it a 15 allowing Get out to reach a wider obvious.	
	A third scene in Get out where institutional factors had influence was in the car stop scene where Rose hit a deer and categories was influenced by the budget. Get outs Purpose is to	

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7b)	highlight the systematic issues ~~wit~~ within authorities who hold power such as Police force and modern day racism. This was made obvious in this scene as Get out couldnt lean as heavily into the horror genre in this scene. In this scene, Rose was driving and hit a deer leading to a Police officer coming but asks Chris for his ID without giving any reason other than he simply can ~~w~~ and Chris remaind calm showcasing how he as a black american is used to unfair treatment highlighting the commonness of this in society. As well as this, Get out adheres to the horror convention of isolated setting. In this scene they are in the middle of no where and Chris knows he can easily be at risk if he doesnt comply which further emphasises purpose. This allowed Get out to explore other meanings and different parts of horror despite budget impacting the convention of blood being seen in horror	

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16)	Media.	
	In Conclusion, language and Categories were Something Jordan Peele and other makers had to be mindful of so the institutional factors impact~~ed~~ if? get out as a whole wouldnt take away from movie.	

Candidate 3 evidence

Question 1

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
1.a)	Emerald Fennel's film 'Promising Young Woman', had to work around institutional factors including its budget and BBFC rating.	
	For the film Promising Young Woman, director Emerald Fennel was given a budget of $10 million from Margot Robbie's production company LuckyChap Entertainment. This is a relatively low budget for a revenge thriller film, so Fennell had to use creative ways to keep the film inexpensive. The filming was condensed into only 26 days, and shot in LA in location sets, rather than having to build elaborate sets which would cost time and money. There was limited budget to pay for many background actors or expensive pieces of costume or mise-en-scene, therefore camera work and lighting were used to create inexpensive effects to add to the tone of the film. Cinematographer Benjamin Kracun made use of close up shots in scenes where he wanted to portray a lot of men with limited actors. This is shown in the opening scene of men's crotches dancing, as the camera is so close that	

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the audience cannot tell that these are only a few different actors. This was also done in the scene of Cassie entertaining men at Al Monroe's bachelor party, as the ~~close~~ extreme close up shots make the characters indistinguishable. This also creates a sense of discomfort for the audience, effectively and inexpensively adding to the way the film wants to confront rape culture in society. Camera work is also used to disguise the low budget and add to the tone of the film through the use of an anamorphic lens, which creates a wider than usual aspect ratio. This has the effect of pulling the viewer into the screen. This is effectively shown in the scene where Cassie has lunch with Maddison, shot in a simplistic and inexpensive restaraunt, however the cinematography can help the audience feel as if they are sat at a table next to them, making it less obvious that the setting is cheap and emphasising that these events take place in our society. The scene also creates a sense of Cassie being sinister through the circular light above her that looks like a red halo to evoke an idea of the devil. Overall, the limited budget in the film made

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~~It suggested~~ the director and cinematographer be more creative to create ~~its~~ shots that emphasised the serious tone of the film in an inexpensive way. This had a positive effect as it also helps enhance the ~~its~~ societal critiques that the film displays.

Another institutional factor that the film Promising Young Woman had to work around was the BBFC rating of a 15. Emerald Fennell wanted the film to fit into the age classification of a 15 so that it could reach younger teenage audiences that she wanted to be able to watch the film and learn about rape culture and misogyny from it. However, this limited what she could put into the film as a 15 rating has strict rules that violence cannot be depicted graphically or be glamourised in any way. As the film explores sexual assault and violence against women, Fennel had to be careful in how certain scenes were styled, and shift her focus to the

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societal and emotional impacts of assault rather than depicting it directly. This is shown in the opening of the film where a man tries to assault Cassie whilst she is pretending to be drunk. The scene is shot in low-key lighting with non-diagetic sinister music playing - to create a sinister atmosphere that makes the audience uncomfortable. Despite the fact that no assault is shown, the audience can see how terrifying the experience of rape would be. This is similar in the scene where Cassie watches the tape of Nina's rape. Instead of showing this scene, the camera zooms on Cassie's emotional reaction to the video. This makes the audience feel the trauma and psychological impact of rape without graphically depicting it, ensuring that this act of violence is not exciting or glamourised. This makes the BBFC rating of a 15 ensure that the film makes an impact on the audience about the terrible impacts of sexual assault and rape culture without showing it directly.

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b) The institutional factor of the low budget had an impact on how characters in the film were represented. Al Monroe, who is the antagonist in ~~the~~ Promising Young Woman who Cassie takes revenge on, is represented as a stereotypical 'nice guy' who is accepted into society. This is not conventional of typical Revenge thriller antagonists, who would usually be depicted as a stronger and darker character ~~to~~ who poses violent threat to the protagonist. However, as this antagonism is usually portrayed through dramatic costuming, mise en scene, and action sequences - this would have been too expensive for the film to create. Instead, Al Monroe is represented as a regular member of society dressed in casual clothes of a white button down shirt to symbolise a sense of purity, despite his role as a violent antagonist. While ensuring this representation is cost-effective, this also helps to add to director Emerald Fennell's messages about rape culture and toxic masculinity. Despite embodying aspects of toxic masculinity and his ~~not~~ heinous rape of Nina, Al Monroe is a regular and successful man in society. This presents the idea that rapists are not

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identifiable monsters, but can be men who are accepted and normalised in society, as rape culture is a societal issue that doesn't hold men accountable for their actions. When Cassie confronts Al Monroe at his batchelor party - it is much less expensive or stylised as the stereotypical showdown with an antagonist in a thriller film. It is shot at the single and inexpensive location of the cabin in the woods - adding to the message that assault can happen anywhere but it is often concealed. Al Monroe also doesn't act like a typical violent antagonist at first, as when he is confronted by Cassie he keeps up his portrayal of being a 'nice guy'. However, when Cassie tries to cut him and he fights back, we see his violent and toxic side come out. As he suffocates Cassie- the scene is an inexpensive single shot rather than a dramatic or stylised action sequence. ~~The~~ Al's violence is shown through low angle shots that show his power over Cassie, and sinister music to add to the scary drama of the scene. Despite the fact he initially acts in self defense - the audience can see ~~Als~~ that this was a deliberate kill throughout the uncomfortably long

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2 minute shot of him suffocating Cassie, emphasised by him telling her to 'stop fucking moving'. This shows how even ~~normal~~ who we think are normal 'nice guys', ~~are~~ can be villainous and violent against women. Therefore the low budget helped create a representation of Al Monroe as an antagonist in a way that aligned with messages about toxic and dangerous men being accepted into society, rather than having an expensive and unrealistic representation of an ~~an to~~ antagonist.

Cassie's representation in the film Promising Young Woman was also influenced by the institutional factor of the BBFC rating. As the film was given an age rating of 15, Cassie could not be represented as a typical violent vigilante from revenge thriller films. Instead of taking revenge through graphic violence, Cassie's vigilantism has a focus on psychological manipulation of people to make them take accountability for their actions. This is shown through the way her character is represented as cunning and intelligent rather than outwardly aggressive.

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Her feminine exterior, costumed in pastel pinks and florals with her coloured nails, also balances out her ~~vigi~~ more cunning character. This representation is not typical of a vigilante as most revenge thriller protagonists are dressed in costumes for combat with dark tones. However the BBFC 15 rating helped shape Cassie's representation to not glamourise violence - therefore making her appearance not be cool or exciting to an audience. The way Cassie takes revenge is also unusual, as she is more focused on creating an intelligent plan to psychologically manipulate people. This is shown in the scene where she confronts the Dean and makes her think she has hurt her daughter. Instead of graphic violence - ~~to~~ a sense of tension and Cassie's power over the situation is shown through low-key lighting and sinister music to add an element of unease, with close-ups of Cassie's composed demeanour contrasting the Dean's panic. The audience also questions Cassie's morality as they are led to think that she has actually harmed the daughter - making sure that Cassie is not glamourised as a vigilante to the audience in order to comply with BBFC guidelines.

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	Overall, the influences on Cassie's unconventional vigilante representation from the BBFC ~~18~~ 15 rating that ensured she was not overly violent or glamourised, added more nuance to her character and showed how she was focused on making people take accountability and see the impacts of rape culture in society.	

Candidate 4 evidence

Question 2

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
2a)	One way that "The last of us" episode 1 uses narrative codes is through Todoroff's narrative during the outbreak scene to show the disruption part of the episode and narrative structure. Firstly, we see Sarah woken up at night because of green flashing lights shining in her window and she can hear fighter jets go past her house, this already hints that there is a sense of danger, as she goes downstairs she gets a shock because her neighbours dog is barking. Dogs can sense things so this shows that the dog knows that there is something wrong and is trying to tell Sarah which shows that there is disruption to her peace. Next, we see Sarah walking into her neighbours (the adlers) house to try to get the dog how safe, the dog pulls away as if he knows that there is something frightening in here. Sarah then slips in a pool of blood and finds nana eating the adlers, this is a highly disturbing scene as nana has spours growing from her mouth which suggests that she has something majorly wrong with her, adding to the element of worry in this scene. As Sarah tries to get away nana chases her on all fours almost like a wild animal which	

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	is highly unusual for a gram woman to do. This shows that the is a major disruption in the world because Sarah does not know what to do and is filled with fear. ~~This would encourage~~ furthermore, as Sarah, Joel and Tommy try to escape they go past a burning house and Tommy states "thats jimmys place" Suggesting that he knew them, this would encourage an audience to watch to find at what is causing this weird and unusual behaviour amongst nana and how to See how Joel, Sarah and Tommy cope with it. They will also want to find at if these three characters survive during this a catastraphic outbreak.	
	Another way that "The last of us" episode 1 uses narrative codes is through also technical structure shots this time to show	
	Another narrative code used in "The last of us" episode 1 is the cold open at the start of the episode to introduce the audence to the topic. We See Scientists at a talk show with a large audience discussing the effect that the disease Cordyceps could have on the world. The discussion begins light heartedly with humorous banter that the audience laugh at however as the Scientist goes into more detail about the fact that the	

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disease could happen in real life (because the scientist explains that there is no cure) the form of the
show gets a lot more serious. For example at
the start we see a tracking shot of the audience
laughing and smiling yet as the show goes on
we see another tracking shot as if a mirror
image almost and they are intently listening and
are no longer smiling and now have serious and
worried looks on their faces, this is to show that
they are understanding the real threat of the
disease and the out come that it could bring.
Additionally on to close off the scene before the
credits start the scientists gets asked what
would happen if the disease broke out and the
Scientist replied "we lose" and the scene shuts off
abruptly. This adds a harsh and suspenceful ~~feeling~~
feel to the start of the episode because we will
want to watch on to see if the beginning of the
episode was then to introduce us to the disease
that will occur in the series and ~~would~~ an
audience will watch to find out if they do
"lose" or if the population can survive with a life
taking disease in the world. They may also want to watch
to find out if there could be a ~~can~~ cure to the disease made
so as the world could not end.

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2b)	One audience that would respond positively to "The last of us" episode 1 is ~~post apocalyptic fans~~ teenagers through the equillibrium Stage of Todorovs narrative used in the pre outback Scenes to convey normality. Firstly, we see Sarah making eggs and breakfast in the morning for her and Joel, this is an average morning for many So nothing at of the ordinary, as She makes them She accidntaly drops eggShells in the bin which is also normal for a teenager knew to cooking. As She is making breakfast She is listening to 2000's music on the radio which conveys normality because it is likely that a radio station would play music from the current time period and the Show is set in the 2000's. The costume Sarah is wearing is also average for a teenage girl, She is wearing a light purple band t-shirt as it is common for a teenager to support her favourite artist. We then See Sarah Sitting at a desk in school, She looks bored and fed up like She cant wait to go home, we See a close up of the clocke that She keeps glancing at because She wants time to be over, this is relatable for teenagers as they will know the feeling of being bored at School and wishing to leave. We then hear digetic Sound of a teacher	

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	Shabby "homework due tommorrow" this will be a common thing that teenagers hear in their daily life. this also conveys normality because it shows that nothing bad is expected to happen because the teacher expects them back in school the next day with homework. Finally, after school Sarah goes to the adlers house (her neighbours) in to bake cookies, this is a typical thing for a sweet young girl to do, Spend time with her elders. The equillibrium stage of this episode will appeal to teenagers because they can relate to Sarah and may even see themselves in her So they will want to watch to see if anything happens to distrupt her average every day life and if it does how she copes because they can put themselves into her shoes as they already know how she feels in school so may know how she is feeling during an outbreak.	
	Another audience that would respond positively to "The last of us" episode 1 through the new equillibrium stage of Todorov's narrative is post apocalyptic fans during the intro to 2023 scenes. post apocalyptic fans will expect to see bleak settings, a societal change in the world and characters having to deal	

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	with challenging circumstances in a new way of life. These expectations will be met as firstly, we see an establishing shot of Boston as the scene opens, buildings have been knocked over, wildlife has taken over, things are blacked from the Sun and clearly nature has been updated for years suggesting that people are not worried and don't care about anything other than surviving. Additionally, we see a boy in a wheelchair (chained to it) being wheeled into a building by guards, the guard speeds to him softly as another guard pricks the back of his neck to check for the disease, the monitor turns red and the guards have to kill him with an injection however he has the disease. This shows the ~~[illegible]~~ new moral ways, having to kill a child in order to protect other people from the disease Something that would be done at last resort in our world yet in the post apocalyptic world has to be done straight away with no thought. Next, we see a truck coming into the QZ filled with dead bodies, a woman lifts up the cover ~~of~~ on the truck to see a child, she cannot bring herself to throw the body on the fire, however Joel picks him up with no second thought and throws the child on the fire with no emotion or guilt. This shows just how cold this	

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new world has made him and many others because it is now just the way of it and he has no other option. He has went from doing everything in his power that he can to save Sarah to not being phased by a dead child. The new equillibrium Section will appeal to post apocalyptic fans because they will enjoy seeing the moral decline and what the world has become, along with seeing the new settings that the outbreak has caused and how the characters cope and live their new everyday lives with challenges that they may face.

It also shows that the new world has made him so mentally tough because he has been through so much therefore he can deal with the difficulties that others can't.

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teenagers will expect to see a character like him that is living a similar life to them that they can see similarities between theirs and the character that they are watching.

Candidate 5 evidence

Question 2

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	2a) One stage of the Todorov structure is the disruption. The disruption is when something happens that disrupts the characters equilibrium. In The Last of Us the disruption is when Bill finds Frank in a hole outside his town. Camera work, sound and mise-en-scene is used to show this. At the start we can see Bill in his garage and this is clearly his equilibrium as there is calming background music and he seems to be working on something, there is nothing wrong yet. Sound is then used to show this is the disruption as an alarm goes off. An alarm is usually used to warn people about something and grab a characters attention. This shows this is the start of Bill's disruption as he is being taken away from his equilibrium and he has been disturbed. We then see Bill walking up to his fence to see what has been caught. At the start of the episode we saw a few scenes similar to this but they all had background music and were fast paced. This scene stands out as Bill is walking very slowly and there is no sound which suggests the viewers need to pay attention and that something is about to happen. We then see Bill ready up his gun to shoot whatever is in the hole as he is expecting it to be another infected but we hear Frank shout, "I'm not infected!". This shows the audience that this is the start of the disruption as if it were just another infected, then Bill would have killed it and went back to his house but this is the first time it has been a person that isn't infected. Bill slowly walks up to the hole which puts the audience on edge as they are curious to see who is causing this disturbance. Bill finally walks close enough to see who is in the hole and Frank is revealed to the audience for the first time. While they are talking to each other about why Frank is there, the camera is changing from a low angle shot of Bill to a high angle shot of Frank. This shows the audience that Bill has the power in this situation and he gets to decide how this plays out. After Frank has fully explained to him why he is there and tells Bill that he won't tell anyone about the town, Bill decides to let Frank out of the hole. This shows that this is the disruption as he could have refused and shot Frank but he has decided to let him in and this is the first time someone else is coming into his town. As Frank is slowly climbing out of the hole with a ladder, Bill tests Frank to see if he is lying about being infected but he tests negative. This finally confirms that this is the disruption as if he were infected, Bill would have shot him and went back to his equilibrium but now there is no other reason for him to not let Frank into his town. The disruption in The Last of Us is interesting as the disruption in films is usually something bad that happens or something that puts the main character in danger. This is different in The Last of Us as Frank doesn't oppose any danger to Bill. He is the disruption as all this time, Bill has been living in his town all by himself. This suggests that he clearly somewhat trusts and likes Frank if he is letting him into his town and shows that this is his disruption as nothing has changed in his 3 years of living in the town until now. Another stage of the Todorov structure is the recognition. The recognition is when the characters realise that something has happened to disturb the equilibrium. In The Last of Us, the recognition is when Bill and Frank are playing the piano. Sound, camera angles and mise-en-scene are used to show this. Sound is immediately used to hint that this is the recognition as after dinner, Frank says that he should be on his way and there is then a long silence. This suggests that Bill is maybe thinking of letting Frank stay as if he wasn't, he would have just said goodbye. However, before he leaves, Frank insists on playing the piano. This further implies that this is the recognition as Frank could have just left and that would have been the end of it. Frank then picks up a song and starts playing it on the piano. He is playing it at quite a fast pace and in the background we can see Bill starting to look uneasy. As Frank starts singing, Bill	

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	gets frustrated and tells Frank to stop. This implies that this song maybe means something to Bill and he doesn't want to hear it be played. Frank then convinces Bill to play it for him. When Bill plays it, this time is sounds completely different. He is playing the piano slowly and with deep meaning. He then starts singing and as he is singing slower, this makes it easier for the audience to hear the lyrics and realise what it is about. It is revealed that the song is about feeling lonely and wanting someone to love. This scene is very intimate and romantic as we can see Frank admiring Bill as he plays and it seems that Bill is maybe telling Frank how he's felt, being alone in the town for years, through his performance. As he continues playing, we can also see Frank start to get emotional. This implies that Frank possibly feels the same and this creates a loving moment between them as they are realising they are both going through the same thing. Once Bill stops playing, Frank asks Bill what girl that was about and Bill says there is no girl. This then gives Frank the confirmation he needed and he leans in to kiss Bill. This is a very sentimental moment between them as when they start kissing each other, they both seem to start crying. This suggests they are crying because they have both felt so alone for so long and are happy that they have finally found someone they can be with. The recognition in The Last of Us is interesting as usually the recognition in a film is characters realising something is wrong and beginning to panic but this isn't how it has been used in The Last of Us. Instead it is a happy and romantic moment between Bill and Frank and they are both happy that they have found each other. 2b) One society factor used in the The Last of Us is Covid-19. Covid started in China in November of 2019 and then became a global pandemic in March of 2020. This meant people weren't allowed to leave their houses for months and if they did, they had to wear personal protective equipment such as masks. Covid also started a disagreement between political parties in America. The majority of Republicans believed that Covid wasn't real or that the government was making it seem more dramatic than it was. This meant they were all anti-vax and anti-mask as they thought the precautions weren't needed. However, most Democrats didn't believe that these precautions were extreme and were all for masks and vaccines. This is reflected in The Last of Us in the opening scene of episode 1. In this scene we can see an interview. This is the equilibrium stage of the Todorov structure as nothing has went wrong yet in The Last of Us and this is set before the infection started. The man that is being interviewed is talking about cordyceps and the situations and ways they could adjust so that eventually they could begin to live in humans, representing the Democrats. However, the interviewer and audience are laughing at him as they think it is impossible and don't believe it, representing the Republicans. Covid is also reflected in the cold open of episode 2. A cold open is often used in narrative and is a way to give the audience more information about the story without using a whole episode for this. It is set in Jakarta, Indonesia which reflects Covid as it is another highly populated Asian country. At the start an establishing shot is used to show us the city in which we can see a lot of crammed buildings, houses and skyscrapers. We then have a medium shot of the street in which we can see a lot of vehicles, people walking and high traffic. The personal protective equipment that we had to wear during Covid is reflected in the scene where Ibu Ratna is inspecting an infected body. She is wearing a full white boiler suit, a clear visor and gloves to ensure that she cannot get the infection and turn into a clicker. This is similar to the personal protective equipment that we had to wear during Covid whenever we left our houses, and we had to wear masks so that we couldn't spread or catch Covid. Covid is also reflected in episode 1 when we	

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	see the little boy being brought into the quarantine zone. He is being tested in a room for the infection and this is similar to the Covid tests that we had to take routinely and consistantly during the pandemic. When the boy gets tested, we can see that he has tested positive for the infection. This is the recognition stage of the Todorov structure as the disruption was him being infected and it is now finally revealed to the audience that he is infected and will have to die. Behind him we can also see posters about the infection. In one poster we can see different symptoms of being infected and the other poster talks about how long until you are fully infected depending on where you have been bitten. These reflect the posters that were placed during Covid telling people to wash their hands and to social distance. Another society factor used in The Last of Us was LGBTQ and increasing acceptance of same-sex marriage in America. In America, same-sex marriage was made legal in 2015. After this, polls were continuously released to see what percentage of Americans agreed with same-sex marriage being legal. By 2022, 71% of Americans agreed showing that the majority of Americans accepted LGBTQ and same-sex marriage. This shown in The Last of us through Bill and Frank's relationship and their story. Their relationship being the disruption in Bill's story is very different to other shows as usually the disruption is something that has gone wrong. However this isn't the case in The Last of Us. Frank is the disruption as Bill's equilibrium was him living alone in his town and once Frank came along, he changed that. Bill also doesn't fit the idea of a stereotypical gay man which is important as he challenges heteronormative ideology. Bill and Frank are two old men and this is very important as it shows that gay love can happen between anyone, they don't have to be stereotypically gay. Bill and Frank's attempt to repair is very important as up until now, Bill has been living all by himself in his town for 3 whole years which shows that he clearly feels strongly about Frank since he is letting him in. During Bill and Frank's attempt to repair, they are trying to see their dynamic and what their lives together will be like in the future. We can see this when they have Joel and Tess over for lunch. Frank is talking to Tess on the radio before he invites them over. He must have told Tess abuout his relationship with Bill and the fact that her and Joel still went shows that they are accepting of them. This is important as it shows that Bill and Frank shouldn't be shunned from society for being gay and they are allowed to have friends. It is a very sunny day and there is warm lighting which creates a calming and comfortable environment. While they are all talking, Bill and Frank's relationship isn't the main topic of conversation or even brought up at all. This shows that Tess and Joel clearly don't have a problem with Bill and Frank's relationship. We can also see Bill and Frank's attempt to repair in their wedding. Their wedding is a very romantic and intimate ceremony as they haven't invited anyone. This shows that they don't feel the need to prove their love is just as real as a heterosexual couple, they know that they both love each other and that is enough. Bill and Frank's story is very important in The Last of Us as it shows the audience that LGBTQ relationships can look different to the stereotypes. It also shows that their love is just as strong as a heterosexual relationship as throughout the film we can see Bill and Frank fight multiple times but every time, they make up showing their relationship is just as strong and genuine as their love for each other comes out on top over any arguement they have.	

Candidate 6 evidence

Question 2

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
2a)	'Promising young woman' uses propps Narrative theory. One character type used in propps Narritive theory is the hero. The hero is the character that uptakes the quest. In Promising young woman the hero is Cassie as she goes out in ~~clubs~~ clubs and bars multiple nights a week, acts drunk and sees if men will take advantage of her sexually and then confronts them. She does this to make sure they don't repeat the same to other women as her friend nina was raped and ended her own life. This shows shes the hero as she is ~~getting justice~~ doing nina justice. This would appeal to a feminist audience as she is standing up for women. Another Character type used in propps narritive theory in promising young woman is The Villain. The Villain is the character that attempts to thwart or kill the hero. In Promising young woman the Villain is Al monroe / men as the men in the club were all	

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encouraging ~~A~~ Jerry to have sex with Cassie whilst she was pretending to be extremely intoxicated in the club. Jerry takes her to his home and instantly starts to assult her. Cassie then confronts him. Another example is Al monroe as she goes to confront Al for raping nina and tries to carve ninas name into him as a punishment since he got away with it but he breaks free and killed her. This shows he is the villain as he went to extreme evil lengths to end her life. ~~This would attract (target) a male audience as it would show them what not to do. Another character type used in propps narritive theory is promising young woman is This would a~~ This would attract an audience of SA victims as the rapists are being punished. Another character type used in promising young woman in propps narritive theory is the false hero. The false hero is the person who pretends to be on the heros side but is later revealed as

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a villain. The false hero is promising young woman is ~~Ros~~ Ryan as him and Cassie form a romance after being good friends but Cassie is later given evidence that Ryan was involved in ninas rape and Cassie instantly broke up with him and when she didn't back down, he started using childish phrases like "I didn't even do anything" further revealing his manchild personality. This shows he is the false hero as he lied about his involvement with Cassies rape. This would attract a male and ~~female~~ feminist audience as it would show men what not to do and ~~would~~ shows Cassies friendship with nina~~s~~ is more important than any relationship.

Another character type used in propps narritive theory in promising young woman is the princess. The princess is the character/thing that acts as motivation for the hero. The princess in promising young woman is ~~A~~justice for nina as Cassie dedicates her life to nina and

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	making sure no one goes through what nina did by confronting abusive men that take advantage of drunk girls and even sacrafices her life in the end just to make sure her rapist gets the punishment and jail time he deserves. This shows shes the princess as all cassie wants to do with her life is get justice for nina. This would attract SA survivers as it is seen as comforting for a rapist to get punished.	
	The last character type used in propps narritive theory in promising young woman is The Donor. ~~ass~~ The Donor is the character that gifts the hero something to help them on their mission/quest. The Donor in promising young woman is Madison as she gifts Cassie the tape of ninas rape where it is revealed that Ryan was involved. Madison only did this after Cassie confronted her for not believing nina or taking it seriously when they were in Med sKhool, This shows Madison is the Donor as she looked over	

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	The tape, realised how disgusting it really was and thought cassie should know about it. This would attract university students as these accusations are common at uni.	
2b)	Onerda Promising young woman uses propps narritive ~~code~~ theory in relation to Audience factors. One character type in propps narritive theory used in Promising young woman is the hero. The hero is the character that upholds the quest. The hero in promising young woman is cassie as she stays in clubs acting drunk waiting for a man to take her home to see if he'll try to take advantage of her so she can harshly confront them. This would attract a feminist audience as there is a powershift in the narritive where cassie gains all the power back by harshly confronting men so that they won't do the same to other women out of fear of the same thing happening again. feminists would like this as Cassie is looking out for women whilst cassie is	

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getting justice for her good friend Nina who killed herself after she was raped.

Another ~~technique~~ character type used in propps narritive theory in promising young woman is The villain. The villain is the character who attempts to thwart or kill the hero. The villain is promising young woman is ~~Cassie~~ The men and Al monroe as the men encourage ~~Cassi~~ jerry to take advantage of cassie which he does and Al monroe kills cassie after refusing to accept blame and punishment for nina's rape. This would attract an audience of SA ~~victims~~ survivers as The men and rapists are being punished for there actions as some victims may not have had the courage to confront them and are thankful that cassie is doing what it takes to make sure fewer people are being assulted as possible. so they don't have to go through what these victims have went through.

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Propps narritive theory in another character type used in promising young woman is the princess. The princess is the character/thing that acts as motivation for the hero. The princess in promising young woman is justice for nina as Cassie dedicates her life for nina by going out to clubs and confronting rapists and men and making sure no one goes through what she did and even sacrafices her life to make sure Al monroe is punished and arrested in one way or another. This would attract SA survivers as it will be seen as comforting to see a rapist get jailed or punished as their situation may not have ended that way and they still worry about other girls safety.

Another character type used in promising young women in propps narritive theory is the false hero. The false hero is the character who pretends to be on the heros side but is later revealed as a villain. The false hero in Promising

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	young women is Ryan as he is Cassie boyfriend and they are extremely close being cassies only companion. ~~es~~ Cassie finds out ~~she~~ ~~has~~ through evidence that Ryan was involved in ~~cassies~~ ~~death~~ minas rape and cassie ~~is~~ ~~brutally~~ dumps him and he acts very childish showing his manchild persona. ~~This~~ but Cassie will not back down for him. This would attract a male and feminist audience as it shows men what not to do and to treat women as humans and to not lie to them or act immature towards these serious situations and ~~also~~ to take responsibilty for your actions. It attracts a feminist audience as Cassie chose ning and justice over a relationship with one she loved which is appreciated by feminists as she is continuing to stand up for women. ~~Another Character~~ The last character type used in promising young woman in propps narrative theory is The Donor. The Donor is the character who	

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gifts the hero an object/thing to help them. The Donor in promising young woman is madison as she gifts cassie the tape of ninas rape after rewatching it after cassie confronted her for not taking it seriously ~~enough~~ when cassie told her in MED school and she took Al monroes side which is extremely mysoginistic. This would attract an audience of University students as these accusations are so common at uni that no one takes it seriously, not even the head administrators as they are very mysoginistic. This raises awareness to uni students and faculty as it shows how not believeing them affects their life.

Candidate 7 evidence

Question 3

Unseen Analysis:

In Poster A (Hanna – page 04), we can see a woman in the bottom left aiming a gun at the camera, with a serious look on her face and her hair going down onto her forehead. All we cna see is her face and the gun. This suggests that she may be the villain of the film, as she appears to be aiming to kill someone, maybe a hero in order for her to get what she wants. We can also see a woman in prison in the top left, sitiing with her back to the camera. This suggests she is also a villain and is a character who will be important at the end, who will be shown r rely throughout the film until the final acts as

she is facing away from the camera, and is covering her face, suggesting she is also mysterious. This also suggests she may be working with the women in the bottom left if they are both villains and maybe she has been caught in trying to succeed in her plans. We can also see another women in the top right side on, holding a gun up to the side of her face. This then suggests she is good as she has bright blue eyes and doesn't have anything covering her face, suggesting she is the hero who is trying to take down the villains in the film. The final picture in this poster that we can see is of a man who appears to be fighting another man. The shot is in balck and white which suggests he is beign followed by someone who is taking photos of his movements. This then further suggests that he is either a villain who is hiding from something or someone, or is a hero hunting someone down. All of these images suggest that the film is a spy based movie, where the heroes are chasing down the villains to stop them from succeeding in their end goals. This will make audiences want to watch the film as they will be interested to see if the villains succeed in their plans or if they are stopped by the protagonists. They will also want to wtach it as they will be interested why the woman is in prison, and if she starts the film in their and escapes or gets caught and jailed throughout the film.

Also in poster A (Hanna – page 04), we can see a scope target over the H in Hanna, like a scope you would find on a gun. This then suggests that Hanna is the main character and is being targeted by someone who wants to kill her, as their is a target on her name on the poster. This also suggests that she may be betrayed, as every character on the poster appears to be or have had been in conflict with someone else, suggesting their are all trained with weapons and fighting and that she is going to either hunt someone down and kill them or get killed. The target also suggests that she is a trained killer, and maybe instead of her being the one who dies, she is the one who kills everyone else, as the target is on her name suggesting she is a target to be killed or goes about and kills people regularly, maybe as a job, like a trained assasain. This will make audiences want to watch the film as they will be interested to see if she dies or is a killer for money, intriuged to watch her throughout the film and see her character and what the target symbol actually means.

In Poster B (Little Women – page 05) we can see a women who is taking up a large amount of the poster, running towards the camera with a happy grin on her face. We can also see three other women with varied facial expressions on them and there is also one man who is looking at the camera as well. This suggests that the film is a romance where all these women compeete for the affection of the male, as there are four women in relation to the one male. This suggests that the women running will be the one who gets the man in the end as she is both happy and shown the biggest on the poster, suggesting she is the main character of the film and that we follow her journey in securing this mans love. This also suggests that here may be some conflict in the film and maybe even a plot twist at the end including death or murder, as if all these women are competing for this mans love and affection only one can get it, suggesting that one or maybe more of the women who don't get the man's heart loses their temper and commits to an act of murder through their anger. This will make audiences who love romances want to watch the film as they will be inetrested to see which women the man falls in love with and has a happy ending with. This will also appeal towards audiences who are feminists as this appears to be a film where most of the main characetrs are women.

Also is poster B for the film Little Women we cans see some of the characetrs dressed in more outdates clothes with the woman runnign wearing a much older style of dress and jacket from decades ago. This then suggests the film will take place in a much older time than now as the characters are dressed as people did years and years ago. This also suggests that the film will have different language and different society like they did in these times. This will make audiences who are interested in or enjoy history want to watch the film as they will wnat to see how the characters are portrayed for the time set in this film. This will then also appeal towarsd people who enjoy older films as it will relate to them more and be similar to films that they enjot watching.

Comparison:

In poster A (Hanna – page 04) we can see a majority of female characetrs on the poster, all shown with significant features or settings with them. This suggests that the film is more of a female leading film with a feminist target audience as there seems to be more women characters than males based off of the poster. This also suggests that these women are either allies or enemies base off of their facial expressions and the weapons their are holding and their stances. This then further suggests that some of these main characters will likely die during the film and it will have a large impact to the story. In poster B (Little Women – page 05) we can see again similar to poster A more women than men, four women women and only one male. In this poster though the women seem more stereotypcial in the sense that they are nice and polite, whereas in poster A they appear more fierce and deadly. This again suggests that this targets a more feminist audience, as there are not a lot of male characters in the poster suggesting that the film will be the same. This also suggests that the film may be based around a group of women who are friends. This will make audiences want to watch both films as they will be interested to see how both films portay women differently as one has women shown as killers and the other has them shown as sweet lovers. This will then make audiences want to watch both films as they will want to see how different the women characters are in each film and if they succeed in reaching their very different main goals.

Candidate 8 evidence

Question 3

ENTER NUMBER OF QUESTION	Poster Analysis	DO NOT WRITE IN THIS MARGIN
	Poster 1 has a crime genre. This is anchored by the target drawn around the letter 'H' of Hanna. This suggests that a women named Hanna is being targeted by a criminal and is going to be shot and killed. This genre is further anchored by the woman sitting in an orange prison jumpsuit, turned away from the camera in a barren grey room. This suggests that she has killed Hanna and ~~is now~~ has now been arrested for her crime. Her being turned away from the camera suggests that there is more to her story than may originally seem and ~~she~~ she is hiding the true story of her crime, so the protagonist will spend the movie trying to understand what really happened. This genre is further anchored by the ~~two~~ two women ~~with~~ holding guns which suggests that there is more than one killer and the crime is very complex and deep rooted. The guns suggest that they are experienced killers and a formiddable force. An audience who loves crime will be attracted to this movie because they will want to see who is going to get shot, why, and if the	

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	perpetrators will get shot. Poster 2 on the other hand has a romance genre. This is anchored by the blonde women who's blue eyes have been strongly emphasised in the colouring of the poster. is anchored by the woman running towards the camera while smiling, which suggests that she is running towards the man that she loves. She has a hopeful expression on her face which suggests that while their relationship may have had problems, they are finally going to be happy together in the end. This genre is further anchored by the man pictured in the poster. He is the only other character on the poster who is looking out into the camera, alongside the running women. This suggests that the two are connected, by their relationship and while the other women pictured act as a distraction, he has his eyes set on the woman who is running and wants to be with her. A romance loving audience will want to go and see this.	

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	film as they will want to see him finally realise he loves her, and not the other women who vy for his attention. Both posters convey their genres very well, however poster 1 does significantly better as it includes mise-en-scene such as guns and settings like the prison to show the crime genre clearly, whereas the romance genre in poster 2 is not as strongly identifiable.	
	1	
	Poster could also have a sci-fi genre. This is anchored by the blonde woman who's blue eyes have been strongly emphasised in the colouring of the poster which is typical of the sci-fi genre as it suggests that she is not entirely human and is instead a cyborg. Her holding the gun suggests that ~~technology~~ technology has advanced and turned on humanity, and now hyper-realistic robot-humans are taking over and wiping out humanity. This genre is further emphasised by the canted angle on the poster that suggests that everything is not quite as it seems and that the perspectives	

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of the characters have been skewed by the robot apocalypse. The canted angle also suggests that there will be a twist in the film that makes everything make sense and line up. A sci-fi audience will be attracted to this film as they will want to see what caused technology to take over and watch the breakdown of society. They will also be interested to see what the canted angle means and what the truth really is.

1

Poster has good representation. The woman on the bottom left defies typical female stereotypes of the media and is a strong, capable female lead. This is anchored by her direct address to the camera while she holds up a gun which suggests that she does not fear confrontation and is a defiant, strong willed woman who doesn't need to rely on a man to save her. This is further anchored by the fact that her hair covers her face which suggests that she (parts of) is hiding something and is not a stereotyped, one dimensional

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	Woman in film - She is complex and dangerous. This will appeal to a feminist audience as they enjoy seeing a strong and empowered woman take on a traditionally male role.	
	Poster 2 could also have a historical fiction genre. This is anchored by the costumes in the poster. The main woman in the poster wears a long skirt which is typical of women to wear during the victorian era and therefore suggests that the film is set at this time. This is further anchored by the scene behind the women in the section second from the bottom. Behind her, women are dressed in ball gown type dresses, with their hair in up-dos, once again typical of the victorian era. This suggests that part of the film takes place in a rich victorian manour. In the section beneath this, the building in the background has beautiful crown mouldings and carvings which is typical of the victorian times. A historical action loving	

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audience will want to watch this film as they will want to see what other aspects of victorian society are explored.

Poster 2 also has good representation. Once again, the woman running defies typical female stereotypes and appeals to a feminist audience. This is anchored by the fact that she wears her hair pulled back messily, suggesting she doesn't have as much care for her appearance as the other women in the poster clearly do. ~~She wears a shirt and~~ This is further anchored by her shirt, formal jacket and trousers, all of which were atypical for women to wear at this time, which shows how she defies what society expects of her and is not afraid to be different. This will appeal to a feminist audience as they see her as an inspiration as she fought negative gender stereotypes and stood for equality. Showing how women shouldn't be treated differently from men.

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	Poster 2 has a light hearted tone. This is anchored by the cool toned colours on the poster which have connotations of peace and serenity. This is further anchored by the tagline 'own your story' which suggests that the film will be a positive and heartfelt piece about finding yourself and enjoying your own life. This is further anchored by the forest scene behind the man which suggests the film will have a calm, natural setting that is ~~[illegible]~~ not fast paced and is easy to watch. This appeals to audiences by making it look like a comforting film that they can enjoy many times if they ever feel like they need cheered up.	

Candidate 9 evidence

Question 3

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3)	~~The~~ Both posters differ in layout as In the 'hanna' poster The women are really close to the camera and in colour and these men are in black and white with no mention of male names in the actor credits. This shows that the females are the important ones in the story and the men aren't as relevant. Both women in the 'hanna' poster are holding guns which shows they are holding power, enough power to end a life. This represents them as strong Independent women that don't need men. In the 'little women' poster, the ~~What~~ what we can only assume is the main character, is positioned to the left. We assume she is different to everyone else as the story revolves more about her and not the men as much. ~~F~~ This means both films are more female based with men being a side piece. The 'little women' characters are beside the main character suggesting these are the important people in her life. The title of 'hanna' shows the film is female based as it is a	

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	female name. Both posters ~~audien~~ actor list are female based with 'hanna' being only women and 'little women' being in the order of women first, men last, which shows females are the important gender in these films, representing them as independent.	
	The colours differ in both posters with 'little women' being light colours to suggest light heartedness and purity but the 'hanna' poster has more darker and smokey colours. Orange and grey and red represent fire/danger. showing that the film is very violent and is the opposite of little women. The bright colours in little women could indicate poetry. This is supported by the 'Own your story' at the bottom. The 'little women' poster has the characters dressed old fashioned showing that they are set in the olden days and the language may be more proper. In the 'hanna' poster we see a woman in an orange jumpsuit	

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indicating crime as she is in prison.

There are many stereotypes in challenged in both posters. In the 'hanna' poster ~~she~~ the women are holding guns and are put in the light to show they are the ones in control and they are the focus of the film as opposed to men typically being the main heros. 'little women' seems to largely be about females due to the amount of them and the 'women' in the title. Stereotypes used is there still being a male 'love' interest in 'little women'.

Audiences targetted for both posters is fans of Saoirse ronan as she plays two contrasting characters showing the range of her work. Three audiences targetted in 'little women' is fans of timothee chalamet as he is attractive and has a large fanbase and he is the love insterest, fans of greta gerwig as she directed movies like

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	'lady bug' and 'barbie' so fans of these films may want to see and lastly fans of the original book as it is extremely famous and has a huge fanbase that would want to see the motion picture.	

Candidate 10 evidence

Question 3

3 In poster one 'Hanna' breaks gender stereotypes. This can be seen through the woman at the top of the poster. She breaks the ~~passive female stereo~~ stereotype by not having any ~~noticed~~ noticible makeup on or have her hair done. (breaking attractive stereotype) She also has blood on her face suggesting that she has been in a ~~fight~~ breaking the passive stereotype. This could appeal to an (female) audience who enjoy seeing a strong powerful woman in a film.

However, poster 2 'little women' conforms to gender stereotypes shown through the woman about halfway down the poster to the right

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	looking up over to the right. She conforms to several stereotypes one being young and attractive as she is wearing make up and has her hair done in an updo suggesting she takes time for self care. She also is looking up at something/ someone suggesting she could have a potential love interest conforming to the female stereotype of sexually open. This could appeal to an audience of men as they may enjoy seeing young and attractive women in film.	
	Poster one has action genre markers such as the use of weapons and fights. We can see this through both girls on the poster holding guns. — could suggest they need to protect themself from something. And we can see the men in the bottom right having a physical fight suggesting	

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	there is alot of violence in this film. This could appeal to an audience who enjoy action packed films full of fights and tense scenes.	
	However poster two could fall under the genre of romance. We see this through the colouring used throughout the poster — light and warm, pastels which also contrasts with the largest character on the poster suggesting she is different from the people around her. Most of the woman conform to gender stereotypes suggesting that they could also be looking for love — often scene in romance films. This could appeal to an audience of women as they would enjoy seeing other women getting their happily ever after with their love interest.	

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	Poster two includes a character larger than the rest on the poster This could suggest she is the main character and plays an important role such as the hero. We can get this interpretation from ~~the clothes~~ her costume design. She is dressed in darker, not fancy clothes for that time period. Her hair is messy and she isnt wearing makeup breaking gender stereotypes this implies that she has bigger things to worry about, perhaps her mission to fulfill as hero, and does not bother about her looks. Could appeal an audience of females as they could enjoy seeing a strong female lead that goes against gender norms.	
	However poster one also seems to include a strong female lead. The woman at the top of the	

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	poster takes up almost more than half of the poster implying she plays an important role such as the hero. This can be interpreted through her serious facial expression implying she is in an important possibly life threatening situation. + has blood on face Shes holding a gun indicating she may be fighting the villian at some point in the film. This could appeal to female audience as they would enjoy seeing a female lead that can fight.	