

### Question 3

#### Candidate 1 evidence

3A) The poster for 'Ghost Stories' has	
been used to advertise the movie of	
the same name. Similarly, the poster	
for 'Truth or Dare' has also been used	
to advertise the film of the same	
name. Both posters fit into the	
horror genre. The <del>border</del> border on	
the <sup>at Ghost Stories</sup> <del>first</del> poster is black which	

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	<p>fades into the middle to show the four characters (along with shadowy silhouettes). This suggests that something dark and evil is coming for the characters and that it is surrounding them. The poster for 'Truth or dare' also has a black border which fades into the middle in order to give the impression that something ominous is all around them. However in the 'Ghost stories' poster, <del>it is obvious that</del> the border also features many hands and ghostly silhouettes coming into the middle. Unlike the 'Truth or dare' poster, this suggests that there are things physically coming from the darkness to get the characters as opposed to the darkness merely being used to create</p>	

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	<p>A sinister tone in Truth or Dare.</p> <p>Both posters also feature mainly the colours black and red. In the 'Ghost Stories' poster, <del>the</del> most of the picture is either black or dull: drained of colour; except for <del>the</del> all of the writing which is in red. The <del>dark</del> dark and dull colours have been used to create a disturbing and bleak tone <del>with</del> with the red acting as a contrast to suggest danger and blood: things that are stereotypical of a horror movie.</p> <p>'Truth or dare' also features mainly dark colours however <del>the</del> white text 'splashed with blood' has instead been used to contrast the <del>the</del> darkness <del>the</del> intended in the 'Ghost Stories' poster the red was used to suggest blood and</p>

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	<p>danger, the 'Truth or dare' poster uses it to actually show blood, explicitly telling us that the film will feature violence and gore.</p> <p>In both posters, four characters are represented however in very different ways. The four characters in the 'Ghost stories' poster are all male suggesting <del>meaning</del> that only males will be represented to us. However in the 'Truth or dare' poster there are equally two males and two females. This would suggest that 'Truth or dare' will feature a wider representation of gender in the film as opposed to 'Ghost stories'. In the poster for <del>the</del> 'Ghost stories' each character looks on edge and frightened; one is holding a folder and is</p>

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	<p>standing in the middle suggesting that he is the main character and that he is trying to solve some sort of case. However in the 'Truth or dare' poster it is less clear <del>who the main character</del> poster the main character seems to be represented a female rather than male and it is clear that she is the main character as everyone is looking at her suggesting her importance. This also differs from the 'ghost stories' poster where each character is looking directly at the camera suggesting they are turning to the audience for help whereas in the 'Truth or dare poster' it seems that they are turning to the girl for help. This</p>	

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<p>Does show how 'Truth or Dare' is therefore breaking the <del>stereotypical</del> stereotype of women needing help and being in the background as this is a character everyone is turning to. 'Ghost Stories' however is more stereotypical with an all male cast as men are often seen as the <del>more</del> strong and powerful ones who are able to fight the monsters for the women in our society. One of the characters in the 'Truth or Dare' poster is wearing a white dress<sup>+</sup>. This represents her innocence and suggests she is pure and just a victim. This is more stereotypical of a horror movie as she is clearly being represented as the 'innocent victim'. In 'Ghost Stories' all of their clothing</p>	

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	<p>seems dark due to the lighting therefore <del>now</del> making it a blurred line between what's good and evil. This makes the poster for 'Ghost stories' more successful in raising enigmas as <del>the</del> it is more unclear whether the characters will be good or evil therefore making it more mysterious to the audience.</p> <p><del>Both</del> Both movie posters need to appeal to their target audience, presumably horror fans aged 16-30, in order to successfully achieve their purpose in selling the film in order to profit.</p> <p><del>Both</del> The poster for 'Ghost stories' contains many reviews raving of how good the film is all</p>

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	<p>along the side of the poster including one large one at the top which boasts 'Best British Horror for years'.</p> <p>This is meant to make the audience want to see the film and <del>the</del> because there are so many reviews, emphasis on how good the movie is.</p> <p>However the poster for 'Truth or Dare' only features one review stating 'superbly suspenseful, smart, scary and grisly'. This still appeals to the audience however not as much as 'Ghost stories' as only having one review suggests the film was less popular <del>and</del> as opposed to 'Ghost stories' which is seemingly much more popular encouraging more people to want to go and see it for themselves.</p>



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	<p>The two posters also contain taglines. The 'ghost stories' poster <del>mentions</del> mentions 'Be careful what you believe in' which gives a sense of mystery and makes the audience ask 'what do I believe in?'. However the tagline for 'Truth or Dare' is much more literal saying 'spin the bottle you decide' leaving the audience with less of a mystery and more of a decision. This does still create a disturbing and ominous tone however <del>and suggest</del></p>	

## Candidate 2 evidence

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3.	<p>The Ghost Stories poster has used red throughout much of its font colouring. This is significant as this has connotations of blood and as a result is linked to the film's genre of horror due to how blood is prevalent in the gore that often appears in horror. The Truth or Dare poster also shares this aspect with a section of the title featuring red, along with the physical presence of a blood stain on the white font writing. This further highlights and relates to blood and how it is associated with the horror genre due to the genre's use of gore to scare audiences.</p>	

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3.	<p><del>Both posters</del> The Ghost stories poster also features a black border which has the shapes of ghosts and other ominous shapes emerging from it. This further connects the poster to the horror genre as darkness is considered scary making it radically effective for use in this genre due to its overall goal to scare audiences, making the darkness on the poster amplify how scary the film looks overall due to the advertising also appearing scary. The Truth or Dare poster also shares this use of darkness around the border of the poster. It does this because of</p>	

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3	<p>how darkness is scary due to its ability to conceal individuals and monsters and is deeply associated with an ominous atmosphere, which it helps to create in the poster. As a result of this the poster is clearly a horror due to how the darkness introduces these scary connotations of secrecy and insidious intent.</p>	
	<p>The Ghost story poster also loosely links to Propp's narrative theory that film revolves around set characters. The positioning of the four characters at the centre obviously demonstrates their importance in the narrative due to them being the focal point</p>	

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3	<p>of the poster, suggesting that they may fill propp's role of the hero, especially since one is holding a flashlight which represents good thus contrasting the evil represented by the surrounding dark border.</p> <p>The Truth or Dare poster also features four individuals as the focal points of the poster however relate better to the narrative convention of enigma codes. This is due to how all of the characters are looking at unknown directions out of the posters view, implying them to have hidden knowledge which combined with how they are tied to chairs makes them appear</p>	

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3	guilty of something, thus creating intrigue for the audience as they will want to see the film to discover the answer, to whether they are guilty of something or not.
	The Ghost Stories poster also shows the silhouette of a scary looking tree branch. This links to the horror genre due to how scary trees and ominous woodland are normally present due to how the twisting form of old trees is seen as creepy and thus links to the horror genre due to their ability to scare people via their creepy twisting appearance. The Truth or

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3	<p>Dave poster also features this use of twisting ominous trees which are visible through a back window on the poster. This suggests that the story will happen in the vicinity of a creepy woodland. This links to the horror genre because of woodlands ability to hide people and alternately peoples ability to get lost in the woods, both of which seem deeply ominous and are therefore effective for a horror due to the goal being to scare audiences and a woodland setting being wildly easy to make appear scary.</p> <p>The Ghost Stories poster also</p>	

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3.	<p>shows a large positive review at the top of the poster. The goal of this was to highlight to potential audience members the critical acclaim the movie had received in an attempt to convince them that the movie is good. They wish to do this as they require audiences to see the film in order to generate profit, which they are likely to do if the film is good and has the backing of critical opinion. The Truth or Dare poster also features a positive critics review at the top. This also was done in an attempt to attract audience members, who are more likely to go see the</p>	



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3	film if they believe it will be	
	good, which is encouraged through	
	reviews such as the one present	
	on the poster.	

## Candidate 3 evidence

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3A.	<p>The two posters appear to be very different in terms of representation, in the narrative. In the 'Ghost Stories' poster, all four main characters are positioned at the center of the poster and are looking out at the audience, therefore connecting with them and inviting the audience to empathise with them. They are surrounded by threatening ghost silhouettes on all sides, conveying clearly that the characters on the poster will be fighting against an evil that is separate</p>

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from them, and comes from outside their group, as they are standing separate from the threat. All

Saw characters are also standing in a line, implying that during the film, they will work together as a team to defeat the ghosts.

However, in the Truth or Dare poster, the Saw characters are the only ones present on the poster, as there is no visible threat to them other than being tied up. This implies that the real threat of the film will actually come from

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inside the group, rather than from an outside force. The characters are also looking at each other with fearful and distrustful facial expressions, implying that they will not be able to defeat the threat as a team, as one of them cannot be trusted.

The two films also differ in terms of audience. The Ghost Stories poster is targeted towards an older audience. The actors featured most prominently in the poster are ~~off~~ three middle aged men,

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meaning that these characters would be more relatable to an older audience than a younger one. Positive reviews of the film from sources such as The Guardian are featured, which is a newspaper most commonly read by older people, as well as the fact that the film is based on a stage show, meaning it is more likely to be familiar to an older audience who frequent the theatre. The film is also described as being 'genius', implying that it has a complex plot, which

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Be more likely to be enjoyed by older viewers as they enjoy thinking through plot twists and trying to discover the film's secrets.

~~The~~ The Truth or Dare poster however, is aimed towards an audience of teenagers. All of the characters featured are young and conventionally attractive, which not only gives teenagers characters to relate to, but also is more likely to attract teenagers who watch films for actors they are attracted to. The film poster

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	<p>also prominently features the game Spin the Bottle, which is extremely popular with teenagers, encouraging them to see the film as they will be interested to see how the game is repurposed in a horror context. The poster also describes the film as being 'sexy and grisly', implying that the film could contain shocking scenes of nudity and violence which is extremely popular with teenagers. The film's age rating is also 15, which allows older teenagers to</p>

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See it.

The two posters are clearly a part of the same film genre - horror. The Ghost Stories poster contains extremely low-key lighting, with one bright light in order to create the effect of shadows, a popular horror convention. The poster also features shapes of ghosts and monstrous claws, implying that the film will contain aspects of the supernatural, typical of a horror film, as ghosts do not exist in real life.



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The tag line of the poster 'Be careful what you believe in', directly addresses the viewer, as it makes them feel as though they could also be in danger of ghosts if they believe in them, therefore frightening them.

The Truth or Dare poster is similar, as it also includes a great deal of low-key lighting.

**Candidate 4 evidence**

		Section 2	
3.			
A		film posters	
		Poster number one is for a film called	
		'Ghost Stories'. Anchorage is used to tell us	
		that this is perhaps a relatively high-budget	

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and also British made film, as the reviews dotted around the sides show almost all British reviewers that are high-profile. These publications do not review low-budget indie films. Also at the very top in bold it says "Best British Horror for years".

In poster 2 for "Truth or dare", anchorage shows one review at the top by ~~the~~ <sup>#</sup>Hornhound Hound magazine, and at the bottom there is the cine Britannia logo, also indicating a British made film. Both of these films use societal factors (a cultural code) very similarly in order to tell us that they are British based. However, in terms of budget, cultural codes also tell us that number one ~~however, in terms~~ is higher as Martin Freeman is a popular and famous actor shown in the middle of the poster, and the actors

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displayed in the second are seemingly less well-known.

Secondly, anchorage aside ("Horror" at top) in poster one the colour palette and font show that this film will be dark and thrilling. Black and red carry connotations of danger, evil and death, and those are the two main colours used. However, we can see that the characters in the middle have a bright white light shining on them, indicating the good protagonists. The two on the centre-left perhaps main characters, and the two slightly placed behind, perhaps sidekicks.

On the second poster black and red is used to the exact same affect, however the main characters in the middle are perhaps not all good. The girl in the white dress.

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	<p>indicating naïve but good and the witch is terrifyingly staring at the girl on the night wearing darker cloths and an ominous look on her face tells us that she may be untrustworthy.</p>
	<p>Once again, the language that is used in the anchorage for the slogan on 1, is "Be careful what you wish for" this tells us that along with the title, something like science-fiction <del>or fiction</del> or fictional ghouls may appear due to a wish.</p> <p>On poster 2 on the other hand the slogan is "spin the bottle... you decide". This tells us that the genres although both are horror, are quite different. 1 deals with something perhaps magical and the other may be more of a teen horror referring to the popular teen trope of <sup>playing</sup> spin the bottle.</p>

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	<p>hastily, we can tell the main setting from the posters. The first being in the woods/outside, due to <del>the</del> categories <del>of</del> and the referential code of trees and mist.</p> <p>However, the second print shows the main setting of a house or wood cabin (the latter a common horror genre stereotype), some assume the majority takes place there. However, looking out the window, we also see the trees and mist.</p>