

Candidate 1 evidence

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2.	(a) In 'Blade Runner' during Zhora's death scene the audience witnesses a tonal shift from chaotic and panicked, to shocking and somber.
	<p>In the scene, the protagonist Deckard is pursuing a replicant named Zhora. He chases her through the bustling and crowded streets and we feel the hectic nature and chaotic here created. The camera is shaky and cut quickly as Deckard searches for Zhora in the crowd, the music too matches this with a quick, upbeat score, and the diegetic sound of the buzz of the city all create a feeling of panic and adrenaline. Deckard himself is also tense, we see him frantically chase her, worried she will escape. Because the audience has been following Deckard for the duration of film and watched every step of his hunt for Zhora, we do feel his panic</p>

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<p>and merry and we are eager for him to catch her. But, when Dechard finally fires a round into Zhora's back, she ^{is} done shifts. The overwhelming noise of the city and the dense music die and are replaced with pensive, soft synths for the score. We see a slower shot of Zhora crashing through glass panes as she collapsed from her wound. This slowing down allows for the adrenaline of the audience to wear off and think about what has happened. Zhora dramatically crashing through the glass shows her pain and suffering which is greatly emphasised by her pained facial expression as she dies. The audience is shocked ^{because} at what they were previously rooting for, is so violent and horrific. Dechard joins the audience in this remorse as he stands over her, his conflicted face betraying his guilt. This amplifies the somber tone as we sympathise with him.</p>	

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In the 'Chernobyl' episode - '1:23:45' during the railway bridge scene, we see the use of an ominous and horrific tone but also use of horror genre conventions to emphasise this tone.

After the explosion at the Chernobyl power plant, local residents gather on a railway bridge, unaware of the danger of the radiation coming from the plant. The tone is initially light hearted and cheery, a couple joke with and embrace each other and children are playing. But once the happy conversation is over we are left watching them as the horrifying realisation that all of these people creates an ominous and horrific tone. We see so-so footage of the children playing in the radioactive ash and the driving, eerie score creeps in. The same music is used throughout the episode when radiation is present. The score represents the danger of the radiation. The knowledge the audience

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	<p>possesses that all these people will die (creates a very sinister tone. The slow-mo, the eerie music and the darkness all are conventions of the horror genre. While the 'Chernobyl' is not a horror text but a historical drama, it still uses these conventions to emphasise the shock and the horror of the real events. The radiation present, acts as the "monster." The eerie music follows it and it stays hidden, as if stalking it's victims. This emphasises the tone which makes the audience horrified and almost outraged that this actually happened and those poor, unaware people died.</p>
23	<p>(B) In 'Black Panther' during Deckard and Rachel's love scene, we see a sinister tone because of the questions of consent present. A feminist audience would react negatively to the scene.</p>

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	<p>Deckard and Rachel return to his apartment. Deckard approaches Rachel unprompted and begins to kiss her neck. His body language shows his secret hunger and immense desire for Rachel, while her's betrays her discomfort and fear. This creates an uncomfortable and one and a feminist audience would be creeped out by Deckard. Rachel attempts to leave but Deckard physically restrains her and demands she ask him to kiss her. This changes the tone from unprompted to sinister as we can ^{now} can see a look of violence and anger in Deckard's eye. A feminist audience is fearful for her safety and outraged at the assault on her. But, the feminist's anger turns from the character of Deckard to the film maker. Once Rachel is forced to submit, the score becomes soothing synth's that play a romantic melody. This shows that the film maker is attempting to portray this scene with a romantic tone. A feminist</p>

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<p>could not accept this and disagree with the attempt to portray forcing a woman into sexual activity as romantic and loving. This would turn a feminist away from the film and outrage them. They would feel the film disregards Dactel's feelings or consent as portrays her as an object for Debeard to conquer and that this is acceptable.</p>	
<p>In 1:23:45 during the committee meeting scene we see a tonal shift from optimistic to sinister. This is driven by the societal factor of the importance of appearance in the Soviet Union.</p>	
<p>Leaders and bureaucrats within the Soviet Union during the 1980s placed a great deal of importance on the maintaining their appearance of strength. If they allowed themselves to appear weak, they may lose their status as a threatening and dominant global</p>	

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<p>Super power. This could give the USA the confidence to strike against the Soviet Union and cripple the nation. They cared so much for appearance that when the disaster at Chernobyl occurred, they attempted to cover it up which caused unimaginable damage and loss to the local people. In the TV Series Chernobyl in episode "1:23:45" during the committee meeting scene, the Chernobyl plant committee gather to discuss how to deal with the disaster. After one member argues that they should evacuate the surrounding area to protect the people. Zharkov, an older and more powerful member stands to give a speech. He praises them all for his their concern for the people and his friendly dialogue and facial expressions create an optimistic tone that the people will be safe. Then the tone shifts, he says "Seal the city, no one leaves." Ominous music creeps in and his face turns serious. Zharkov shows his true colours</p>	

Candidate 2 evidence

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2a)	<p>The Truman Show is by Peter Weir is a film that makes use of categories, particularly genre conventions for the satire and drama genres.</p>	
	<p>Within the film, the main character Truman lives in idyllic lifestyle - he lives in a pristine neighbourhood, has a good job, a nice car and a beautiful wife. His life appears to follow the American Dream ideal, with his home town of Seahaven having an very aesthetic reminiscent of Americana. However unbeknownst to him Truman's entire life is is recorded 24/7 for the most popular show on Earth, and everything around him is fake, only part of an elaborate set. This falls into the satire genre as it suggests that this level of persecution in</p>	

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	<p>Seahaven that is was once marketed as attainable is can only be achieved in heavily controlled environments, and one of the conventions of satire is the poking of holes in culture and society which is seen here. This gets the audience to questions the moral ramifications of The Truman Show, pondering whether keep is encapsulating someone in a fictitious world is ethical.</p> <p>is Later on, within the film we see both Meryl and Marlon, Truman's wife and best friend, holding objects up to to a camera and rattling on about their quality. These moments act as the product placement within the show yet through their robotic and unnatural delivery the film criticises the rapid nature of these adverts, falling into the satire genre as it often</p>	

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	<p>characters, almost becoming a parody of the public, following the satire conventions of exaggeration and parody. This feature within the film criticises those who watch television not only within the film but outside it, suggesting that those who watch too much television are stupid and lazy.</p>	
	<p>Genre conventions are are also used to place the Truman Show in the drama genre. Within the film, a great deal of supposedly hidden cameras are used, represented by the use of the fisheye lens, a high camera angle or a metal rim around the frame. This comments on the rapid increase of CCTV systems at that time, selling into the drama genre as dramas often comment on societal ills and problems. Furthermore</p>	

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	<p>it brings up the ethical issues surrounding the show - Truman is constantly viewed by millions without his permission, causing bringing up questions about privacy and whether the show should be regarded as entertainment. Throughout the duration of The Truman Show the realisation by Truman that Seahaven isn't what it seems leads to Truman's Truman's breakdown, which begins after he accidentally listens in to a radio frequency tracking his every move and reaches a its height when Truman holds a "Cheg's Pal" - a multi-functional knife - to Meryl's throat. This calls into the drama genre as a ^{one-drama} convention involves the showing of humans at their best and worst, and Truman here is definitely shown at his his worst. This calls into question once again the ethical issues</p>	

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2.6)	
<p>The Truman Show's use of categories has been influenced by society and audience factors, namely the societal factor of American culture and the audience factor of having a reformer the psychographic respond favourably to the text.</p>	
<p>The influence of American culture can be seen in the film's critique of the American Dream. This ideal suggests that no matter a person's background they can as come to America and become successful, and is often associated with the Americana aesthetic that Seahaven is modelled after. However, at at the film's release in 1998 the American Dream appeared more less rather more more less unattainable than in previous decades. This influence can be seen in how Seahaven adheres</p>	

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	to this Americana aesthetic, yet
	is completely fake , suggesting that
	this level of perfection can no
	longer be achieved in a real
	setting. The film influence of
	American culture on the film is
	also made clear through its
	anti-capitalist sentiment. Capitalism is
	the economic process in America,
	which relies heavily on the mass
	production and consumption of
	products. Many critique the capitalism
	for its reliance on the mass
	purchasing by the public, which leads
	to concepts including product
	placement and advertising. The
	advertisements within The Truman
	Show that are robotically depicted
	by Meryl and Marlon, coupled with
	the fact that it is mentioned
	that everything on the show is
	for sale, conveys this anti-capitalist
	sentiment as it shows it suggests
	that concepts such as product

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	placement and advertising in shows cheapens the value of the show itself, turning content into a watchable catalogue rather than having any entertainment value.
	The use of categories within The Truman Show has also been influenced by the film's targeted audience, which includes reformers. Reformers are a the psychographic group that prioritises enlightenment above everything else. They are described as having an acute sense of social awareness, more likely to be involved in current social issues than any other the psychographic grouping. Due to this they are more likely to recognise the film's critique of CCTV and surveillance as the rapid increase of both would have been a social issue at the time. Furthermore their

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	<p>heightened sense of social awareness would allow them to understand the ethical issues surrounding Truman's privacy that are posed by the film.</p>	
	<p>This sense of social awareness would coupled with the reformer's values of only purchasing goods that have value to themselves or the environment, would assist the re psychographic grouping in the understanding of the film's anti-capitalist sentiments. When the film depicts everyday consumers as unintelligent and too absorbed by Truman's life, a reformer psychographic are more likely to take a preferred reading as they do not see themselves as these viewers, understanding the critique of how capitalist programmes like the Truman Show turn consumers into mindless drones and laughing at the exaggerations of these</p>	

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	<p>viewers.</p> <p>The former psychographic's sense of social awareness also assists them in their understanding of the ethical issues that the film poses. This group are ^{more} literally understand the a</p>	
	<p>Another societal factor that influenced The Truman Show's use of categories was the rise of reality television. In 1973 a show called "An American Family" was created, documenting the everyday lives of the Loud family.</p> <p>Due to the constant recording the series ended up filming some of the family's most emotional moments, including marital problems and the family's son coming out as gay. Both The Truman Show and An American Family filmed people at their worst moments, once again calling</p>	

