
Question Paper – National 5 Media

Scripts 2, 3 and 4 Evidence

Script 2

1a. Two representations we get as an audience in 'Batman Begins' is we see Bruce Wayne as a playboy millionaire, with more money than sense. We see this when he drives up in his fancy car with two model like women on ~~on~~ either side of him. Another representation we get of Bruce Wayne is when he is in the prison and seems like he has given up. He is represented as a scruffy middleaged man who doesn't care.

b. Technical codes have been used to create these readings. The lighting when Bruce is at the hotel with his two model like girls is very high key. The camera angles vary to show us the whole party and everyone and everything that is



there. Another technical code is when Wayne is in the prison the lighting is very low key, this creates a sense of dull and miserableness. It also creates a sense that everyone is unhappy. The final technical code is through music. The contrast between seeming happy music at the party to very little music in the prison.

¶ Cultural codes have also been used to create each of these representations. When Bruce ~~as~~^{is} at the hotel with his two model like girls he is seen as very rich. We see this by what he is wearing; a very smart and expensive looking suit. Also by how he arrives in a very expensive car. Bruce says "If you like this one you



Should see my other one". Bruce is referring to his Batmobile/tumbler this also shows us how rich Bruce is.

A cultural code that is seen in 'Batman Begins' that shows the representations is when Bruce is in prison.

Bruce is seen as an outsider by being the only one of his ethnic group there.

This creates sympathy for him. Also the way Bruce is dressed and his appearance. Bruce is seen to be dressed scruffily and very shaggy looking. He looks like he hasn't shaved or bothered to make an effort in his appearance.

2a. In 'Batman Begins' the tone changes throughout the film. One of the ~~main~~ ^{main} scenes that shows the tone is when Bruce's parents are brutally



murdered by a mugger on the streets. The tone of this scene is dramatic. Another example of a scene that shows the tone is when Bruce is younger and is playing in the garden with Rachel, the tone of the text is happiness.

b. Technical codes have been used to convey the sense of sympathy during the scene where Bruce's parents are murdered. The lighting is very low key, this creates a sense of darkness and sadness. The dramatic music that is played also helps create and show the dramatic tone in this scene.

The camera angles are close up when young Bruce is beside his dead parents. The camera then zooms out into a long shot to show



the murderer running away. Technical codes have also been used in the scene when Rachel and Bruce are playing in the garden. This creates a sense of happiness and love. The high key lighting creates a sense of brightness, that they are care free and are enjoying life. The soothing music in the background is also used to create the sense of happiness, it makes everything seem really cheery.

Cultural codes have also been used in these scenes. Bruce and his parents are dressed in smart clothes since they were at the theatre. Bruce's fear of bats gets too much for him and he asks to leave. This is when we see the mugger dressed in shabby, dirty, ripped looking clothes.



3a. The narrative of 'Batman Begins' is non-linear and is indirect. It follows the classic narrative structure. At the beginning we see Bruce in prison, this is where he begins to learn to fight. Next we see him at Ra's Al Ghul's temple fighting them all off and burning down the temple. Throughout the first few scenes there are flashbacks to when Bruce was younger, during these his fear of bats become more clear to the audience. This is the stability. The conflict begins when Bruce Wayne ~~meets~~ meets Dr Crane and Falcone. During these scenes Bruce Wayne / Batman have to fight off many people and save the ones in desperate need. We see this when Dr Crane is going round gassing everyone with his mask. He gasses Rachel and Batman has to come save



the day. The resolution is when
Bruce Wayne / Batman has to save
the city of Gotham from corruption.
These are in the final few scenes.
We also see Bruce Wayne finally
getting the girl he loves back and
kissing at the end.

b The narrative has been made this
way to create enigmas for the
audience, this makes them want to
watch more to find out what will
happen. Another reason why the
narrative has been made this way is
because it follows the same structure
as the other batman films. The final
reason it has been made this way
is because the producers know it
works and want to stick to what
they know. Also maybe if it was



different it could be confusing and people wouldn't come and watch there film. This is why this structure for the narrative works because it is easy to understand and follow.

4a. One example of a ~~para~~ preferred reading is when we see a young Bruce Wayne fall down a well. We then see Bruce's father coming to save ~~them~~ him. As they are walking back up to Wayne Manor Bruce's dad tells us why we fall, "we fall to learn to pick ourselves back up". The message we get as an audience is perseverance in difficulty. The sense of family shines through. We also learn that all creatures feel fear even the scary ones. Another preferred reading in 'Batman Begins' is when



Bruce is in prison. Bruce is the only one of his ethnic group there. This makes us feel sympathy for him. We also see Bruce getting into a ~~fight~~ fight but managing to fight everyone off. The message we get as an audience again is perseverance in difficulty and that we should never give up because things do get better and in the end you also always get what you want.

b. One audience that may not take the preferred reading of Bruce when he is in the Asian prison is Asians. They may think that the producers of 'Batman Begins' are discriminating against them, as they are making the Asian prisoners out to be the bad ones. Another audience that may



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	not take the preferred reading of Bruce when he falls down the well ...are people who are against Batman and people who choose not to see the good in anyone.	
	5. The producers of 'Batman Begins' have been able to generate a profit by using a classic narrative structure something that is easy to understand and follow. Also including flashbacks to Bruce's younger life.	
	Another way they have been able to generate a profit is by having the certification a (2a). This means the target audience is more open and more people are able to watch it.	



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Another reason they have been able to generate a profit is by including all the conventions you would expect to see in a superhero/action movie.

They have a damsel in distress, the hero having to save the town/city they love, the hero having superpowers and they also have a happy ending.

The final way they have been able to generate a profit is by hiring one of the best directors Christopher Nolan even if he was a risk since he had never directed a big hollywood block buster film let alone a action/~~scifi~~ superhero film. Despite all of this Nolan was critically acclaimed and was thought he would bring new ideas



to the franchise. They also hired some of the best actors such as Christian Bale. Their budget of \$150 million also helped them generate a profit as they were able to afford the best graphics, set, editing etc. All of this made 'Batman Begins' the best it could be so people would buy/watch their film making the producers of 'Batman Begins' Warner Bros generate a profit.



Script 3

1 a. Ellen Brody has two representations in 'Jaws'
- a 70's housewife and a 70's glam girl
Martin Brody is represented as a hero/
a good guy

b Ellen Brody's 70's housewife representation can
be visible in the Brody Household scene. She
wakes up in the morning mediated with a full
face of pristine makeup, her hair perfectly
permed and a low cut, provocative nightgown
all helping her to appear sexy, and different
from a stereotypical dowdy housewife ~~type~~
representation like that of Carol Brody. Her
look is similar to ~~the~~ glamour icons in
the 70's such as the cast of popular TV show
Charlie's Angels, who are beginning to become
more liberated and sexual.
American
Mrs Brody's housewife representation is created
by her caring for her son Michael's cut in
the Brodie household scene and consistently



Caring for Martin, for example in the Alex
Kether death scene who is seen to be massaging
him and making sure she feels good. ~~She~~ She
~~appears to~~ wears a blue, white and red
apron helping to emphasize that she is
America's typical housewife, and the apron
~~also~~ connotes that she provides for others.
Martin Brodie is seen as the hero of the
film because he overcomes enormous odds
and is the one who saves Amity Island
by solving the shark problem. Because he
is chief of police, we already view him
as a good, noble man (he wears a tan
police uniform) but his motives to
fix the shark problem are also good:
to protect his family, to make up
for his mistakes and to fulfil his duty
and protect Amity.

Za 'Jaws' needs to have a scary and tense.



tone in order to entertain its mill-⁵
seeking target audience, especially
fear of the shark.

~~B.11~~

b POV CAMERA is used whenever the shark is
about to claim another victim. It's slightly
shaky albeit stealthy nature make us
fear the shark, as we feel tension for
the victims on the surface by seeing
how vulnerable, isolated and unpredictable
they truly are. As we do not see the
shark an air of mystery is created
around it, and each individual makes
up their own terrifying perception of
it therefore ~~it helps to~~ POV helps to
target ~~at~~ everyone's individual fears.

the MUSIC in Jaws - an alternating two
minor key note pattern, that increases
in pace and volume as the shark swims



Closer to its victims - has become an iconic piece because it helps create so much tension and suspense. It suggests that a shark attack is going to occur soon, so the audience feels tension and fear as they await the next ~~at~~ violent attack.

Binary opposition is used in ~~the~~ Christie's death scene - water VS. land. The LIGHTING on the land is a golden sunset ~~helping~~ suggesting calm, peace and therefore safety. Contrastingly the lighting in the ocean ~~is~~ is cold dark and lowkey, helping to create the shadows visible at twilight. This makes everything harder to see and increases our fear for Christie as she swims out into the unknown of the ocean. The lighting makes the sea seem



dangerous and therefore we fear it.

As the sea is the home of the shark, the film's villain, increasing our fear of the sea also increases our fear of the shark.

CLOSE UP camera shots are used when Brody is ~~first~~ flicking through an encyclopedia of shark facts. The close up camera allows us to see the details of the wounds, ^{scale} ~~size~~ of jaws and attacks on boats. This detail helps increase our knowledge of the shark, therefore increase our fear as we know its true power and possible devastation.

3a 'Jaw' follows Todorov's theory of narrative structure going through the stages of equilibrium (balance, normality,



peace), disequilibrium (disruption) and new equilibrium (a different sense of balance is restored).

The equilibrium stage begins in the Brady Household scene where we see Brodie's middle class, nuclear family wake up and begin their daily routine. Brady handles an issue at work while Mrs Brady cares for the children - nothing ~~implies a sense~~ appears out of the ~~red~~ ordinary. Amity Island as a whole also shows equilibrium as the ~~sun~~ sunny weathered island prepares joyously for their annual 4th of July celebrations. Everything suggests regularity.

Spielberg has however manipulated Todorov narrative structure by swapping the stages of equilibrium and disequilibrium around



30 the opening scene - Chrisrie's death scene - is in a state a disequilibrium.

We see the pretty blonde girl out on a night swim violently attacked and killed within the first five minutes of

the film. This scene helps to raise the film an enigma: what killed Chrisrie? ~~The enigma and the excitement~~

~~provided help~~ Binary opposition is also used - human vs. Monster.

As the human lives on the land we can relate to it, however the shark lives on the sea so we do not, therefore we fear it.

Recognition occurs in Alex Kerner's death scene where after Alex is attack we see Anusby civilians stand up alert and inquiring, and a dolly zoom allows us to see Brody's dumbfounded expression



as he absorbs the news that Ann
has a shark problem.

^{the} Attempts to repair disequilibrium
stage begins when Brady, Quint and
Hooper board the orca in the hope of
hunting and former killing the shark.
~~Hooper~~ However, the ~~disequib~~ disequilibrium
is very hard to repair and repeated
efforts seem to put the men in
worse positions - the shark can sink
3 whole oxygen barrels, the orca
engine has died and the vessel begins
to sink, Hooper is lost (presumed
dead) and Quint is severed in half
by the shark. All of this builds
tension towards the black moment
of the film where all hope for
the now alone ^{Brady} ~~and~~ isolated on the
sinking ship's mast. He has one



bullet and has to make it count.

- this is also the climax of the film's linear narrative structure.

New equilibrium begins when on his last bullet Brodie manages to hit the oxygen tank and the shark ~~is~~ explodes - Brady has overcome the odds and has solved Ann's shark problem. Hooper resurfaces after rising from the shore at the bottom of the ocean and they paddle back to shore. Peace is restored however things have changed because Quint has had to sacrifice his life in order to get the job done, and cannot enjoy the new, happier normality.

b Todorov's theory may have been used

because it is easy to follow, ~~it is~~
and understood by the large general
audience of a blockbuster / it is
easily recognised and it provides closure
for the audience, with a happy ending
- people leave happy, satisfied and
safe!

The narratives swap of equilibrium
and disequilibrium was used to
provide the essential shock and
twist for the thrill-seeking target
audience, and to persuade them
to carry on watching to receive
the same kind of adrenaline-
pumping action.

Todorov's theory of narrative structure
is also referred to as the classic
Hollywood narrative due to its mainstream



success in most major blockbuster films for example *The Lord of the Rings*. As these films had mass success, it is almost guaranteed that 'Jaws' would produce the same.

The enigma codes used help to provide tension for the thrill-seeking target audience and persuade them to continue watching to solve the mystery - it hooks them on to the story and engages them.

4. A ~~preffer~~ preferred reading in Jaws would be that the Brodie family is a typical American family. They have a similar build-up to those shown regularly in American TV shows such as *The Brady Bunch*, helping people believe that Caucasian, heterosexual, married families



are ideal, normal and perfect. This has been constructed by the characters assigning traditional family roles - Brody as the wage-earner of the family, Mrs Brody as the nurturer - and being happy whilst doing so.

A ~~preff~~ preferred reading would also be that the shark in Jaws is scary. Verna Fields, the film's editor ~~had~~ limited the amount of time the shark could be seen on the screen because it often looked rubbery and behaved unbelievably. To effectively scare the audience, when the shark's head first appears out of the water startling Brody it can only be seen for one second meaning that in the ~~aud~~ audience will be so wrapped up in their fear that they will not be given the chance to think



4a that the shark is not real

A preferred reading would be that Amity Island is an idyllic place to live before the shark attacks, thus making people believe that America as a whole is the perfect place to live. This representation is created by making Brady's house that of the American Dream - white house, white picket fence, multiple stories and a large garden. Amity Island has been heavily mediated, because it is not a real place to be like the ideal well regarded and quaint holiday islands like Cape Cod and Martha's Vineyard, the place where the film is filmed.

b Unfortunately, differential decoding may occur because everyone who goes to see a film will have their own beliefs, experiences and thoughts affecting how they respond to a text

For example a feminist watching the film



may be offended by Ellen Brady's stereotypical housewife representation and the fact that no women were considered heroes in the film. They may have been offended that women were not given equal opportunities in the film, because this is what they believe in.

A shark expert may not believe the shark is scary because they will know that a shark of this size is ~~is~~ virtually impossible - on average sharks are 14ft long, whereas the shark in 'Jaws' is said to be 28ft long. As the largest shark ever recorded was only 20ft long they will not be able to believe in the shark and therefore won't be thrilled by it.

A black man living in poverty in New York may not like the representations of Amity Island and therefore America as being perfect. They know that America can be a place of crime, poor health and discrimination therefore to see it shown as



being so 'perfect' could offend them because they know that the moderation was too exaggerated.

5 As Spielberg was a ~~fan~~ young director of only 28 years when ~~he~~ Universal gave him the chance to ~~be~~ direct ~~Jaws~~ he knew he had a lot riding on the film and ~~there~~ therefore had to ~~not~~ generate a good profit.

Originally, Spielberg had included graphic scenes of violence ^{giving} ~~giving~~ the film an R rating in America. However, because the film went over budget by \$4.5 million Spielberg had to reduce the age restriction to a PG so that a broad general audience could pay to see the film, ~~and~~ generate more profit. This meant that in the film violent scenes such as Chrissie's death scene had to be adapted so that the violence was only suggested to, by the jolting movement of Chrissie's character on wires, and that when the man's leg drops to



the bottom of the pond, ~~the~~ the action quickly cuts away.

To generate a profit a film has to entertain its viewers and in Jaws one of the main target audiences was thrill-seekers.

Therefore to increase tension and give this target audience the shocks and fright they need, a restricted narration was adapted. For example, when Hooper and Brody are looking for the shark at night and Hooper swims towards the broken boat the lack of suspenseful 'Jaws' theme and POV camera work make the audience feel tension as they do not know what to expect.



Script 4

1a) Technical and cultural codes are used to create representations in film and television shows. In the TV show the Big Bang Theory technical + cultural codes are used create the representation of a nerd. In the film Men of Honor character is used to create a representation of the white dominant American Navy of the 1950s.

1b) In the ~~big bang~~ ^{TV shows} ~~theory~~ the setting of a ~~shared student flat~~ is often used to create representations. This is seen in the Big Bang theory as it is set in a shared student flat telling us that they're university students and ~~that~~ showing that they are very intelligent and therefore could be considered as nerds. Mise en scene is also used in TV shows to create representations. This is seen in the Big Bang Theory as in the flat there is a lot of physics related items such as posters and books.



with long and complicated equations written on them suggesting that the characters lives are surrounded by physics and science which is considered uncool and very geeky within society. Characters ^{dialogue} can also help create representation in TV shows by using certain words and phrases. This is seen in the Big Bang theory as the characters often bicker over science questions and make jokes using complicated science references which ordinary people wouldn't understand. This isolates us and causes us to view them as nerds.

The clothing worn by characters in TV shows can help create representations. This is seen in the big bang theory as the characters, especially sheldon, wear ~~stagen~~ ^{fun} t-shirts for space programmes and many layers of ~~extra~~ clothes in mismatching colours, showing us their lack of fashion knowledge and their fanatical obsession with space shows which makes them be viewed as nerds.



In film character can be used to create representations, this is seen in Men of Honor as Master Chief Sunday represents the white male institution of the American Navy. Master Chief Sunday's dialogue portrays the 1950s Navy. This is because he swears a lot and uses racially abusive language towards Carl Brashear, a black man in the Navy. This represents that the navy was harsh and racist, treating its members badly, especially those of non-white race. Master Chief Sunday's actions also represent the navy. He spits a lot and also smokes and drinks, this represents the 1950s Navy's lifestyle of being 'typically male' and taking part in wild nights out and partying when they weren't working. The narrative in Men of Honor helps create the representation. At the beginning Carl is severely discriminated against and given the lowest job ~~of~~ of a cook because of his



colour however as the film progresses he gets more opportunities and ends up in a very high rank. This represents that although the Navy was harsh, it repayed hard workers and was willing to change its opinion over time.

2a) When analysing 'The Hole' which is a horror film we felt a feeling of thrill and fear due to technical and cultural codes. While analysing the film 'Men of Honor' we studied the tone of feeling sympathetic and supportive of Carl Brashear and his Navy career.



2b) In horror iconography is often used to create the feeling of fear by using things we expect to see but in a sinister way. This is seen in 'The Hole' by the use of the clown/joker puppet or ~~doll~~ as a character. We often expect to see clowns in horror as many people are scared of them, the fact that the puppet clown came alive and attacked the little boy, Lucas made us scared as we feel like it could happen to us with one of our old toys, and also because of the fact that it was threatening and ugly. Horror often uses camera work to help make us feel scared. This is seen in 'The Hole' when the camera zooms in using stages to the clown's face. This makes us feel scared as we don't know when it's going to zoom in further and also because we don't know what's going to happen when we get really close to its face,



it plays on our fear of the unknown. Horror

also uses setting to create fear, using remote

destinations. This is seen in 'The Hole' as

it's set in a new town that the family

have just moved to so they know no one

which makes it scarier as there's no one

they can go to for help which makes

them vulnerable. It's also relatable as it's

a normal town which makes us scared as

we feel it could happen to us. Horror

uses camera angles such as birds + worms

eye views which are rarely used in other

genres to make us feel fear. This is seen

in 'The Hole' when the camera gives a

worms eye view from inside the hole looking

up at the little boy this makes him

look small and vulnerable and makes us scared

for him and also scared because it feels like

we're in the hole with the unknown

monster.



3a) There are five components of narrative when analysing film: Stability, disruption, chain of events, climax and resolution. In 'Men of Honor' the stability shows us the setting of Carl's childhood on a farm helping his poor father, it also introduces us to his love of swimming and water as we see him swim in a lake straight after school and he dives ~~around~~ around, this hints to us his future career ambition of a navy diver. The disruption of a film is usually the antagonist or villain making



trouble in the protagonist's life. This is seen in 'Men of Honor' when Master Chief Sunday ~~there~~ won't let Carl into the diving school and makes him stand out in the sun all day before trying to bribe him to give up. The chain of events in a film is the events that happen between the disruption and the climax, it creates enigmas and is the bulk of the plot. This is seen in Men of Honor as Carl begins training and proves himself worthy of being a navy diver by saving his crew mates and passing his final test despite it being hijacked making it almost impossible. The climax of a film is the most dramatic point where all the events come to a head and something big happens in the plot. In Men of Honor this is when Carl finally becomes a Navy diver master chief but then his leg gets severed in a hook accident on a boat, ~~preparing~~ to end his career. Lastly is resolution, this is



when all the questions are answered and all of the loose ends are tied up to create the ending, which is not always happy.

In men of Honor this is when Carl manages to ~~have~~ complete the 12 steps in the diving suit with a fake leg allowing him to dive again and his wife comes back to him.

3b) Narrative has been made this way so that the stability catches your attention and sometimes affection to keep you watching. Then the disruption and chain of events causes enigmas and builds up your feelings for the characters so that you want to watch until the end. Then the climax shocks or excites you keeping you interested but not answering your questions so you have to see



the end. And lastly the resolution puts you at peace so you can reflect on the movie and have your questions answered. Ultimately it's made this way to keep you entertained all the way through and like the film.

4a) When analysing preferred reading technical + cultural codes are used to create this, in film + tv. We studied News round and BBC who wanted to create the preferred reading of equality and being business like. the preferred reading of BBC news was created by the presenters races, one was white and one was black, this is to show that the BBC are race neutral and equal to people of all races making them look respectable. the genders of the news readers also created the preferred reading as one was male and one was female on BBC news this shows that they are gender neutral and provide jobs to both genders making



BBC look respectable and appealing as they believe in equality. We saw the preferred reading through the presenter outfits on BBC, the man was wearing a full suit and the woman was wearing a skirt suit and smart blouse, this makes them look professional and businesslike making BBC look informative and official enough to be trusted. We also saw preferred reading through the colours of BBC news... they were red, ~~blue~~^{grey} and white with ~~some~~ some black which are gender neutral colours and also business like and ~~strict~~^{serious} looking making BBC seem professional and trustworthy in giving important, serious news. On news round the colours used were green and purple, which are gender neutral but also child friendly colours, making newsround seem appropriate for kids of most ages and all genders.



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5)	
4b)	When studying film trailers we looked at
4c)	institutions, those make large profits and
	basically own the media industry. In the
	trailer for 'Up' a Disney Pixar production
	there were characters of different ages e.g
	the old man for adults and the young
	boy for kids, this makes profits as the
	film appeals to all ages so more people
	will go and pay to see it and possibly buy
	merch etc. By using big names such as
	Disney or Pixar it creates more profit as
	people trust it to be fun for kids but
	also teens + adults so everyone can go
	because of the brand and its connotations
	making larger box office profits. By making
	merch such as teddies + mugs of the film
	more profits can be made as fans of the
	content will want it all and pay lots of
	money for it.



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