

Candidate 1 evidence

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
1.	<p>• In A Quiet Place, the cultural ^{technical} code of colour and lighting is used to put the audience on edge and to create the meaning of danger. During the Labar scene Evelyn turns the outside lights red after she becomes injured. The colour red is culturally significant as it indicates danger, warning and blood to represent injury. The technical code of lighting allows it to seem all encompassing on the farm.</p>	
	<p>• The technical code of actor expression in the same scene of Lee making a concerned expression, this is also a cultural code as we see the downturned eyebrows and wide eyes as fear and worry.</p>	
	<p>• Other technical codes such as the actor positioning in another AQP scene includes when Lee tries convincing Reagen to wear the hearing aids. He is positioned lower than her in the midshot, showing us that he loves her as he brings himself down to convey to Reagen that she is in control and has a choice.</p>	

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	<ul style="list-style-type: none">• the technical code of non-diegetic music in the Labour scene also creates a meaning of tension. This is because it gradually gets louder and more intense with aggressive, rhythmic drums to build suspense.	
	<ul style="list-style-type: none">• the technical code of a low angle shot in Shutter Island whilst showing Ashcliffe institute conveys the ominous and looming feeling of danger and powerlessness that Teddy feels as he enters.	
	<ul style="list-style-type: none">• the sequence of close-up shots of buttons, buzzers and locks in the following scene also conveys uses these technical codes to create the sense of entrapment and prison-like quality Teddy feels this place holds.	
	<ul style="list-style-type: none">• the technical code of bright high-key lighting when Teddy finds the lighthouse is used to create the feeling of being overwhelmed, in this case Teddy is having trouble maintaining his reality and the truth, or light, is too much for him.	
	<ul style="list-style-type: none">• In Derry girls, a technical code of wide angle shows a military truck with soldiers carrying guns drive by Derry,	

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2.	A Quiet Place roughly follows Todorov's linear narrative theory apart from the final stage.	
	<p>It meets the first stage stage, Equilibrium, which is described as being the characters version of normal in the world they live, when we meet the family. They have been gathering resources at the abandoned town and we see them well equipped and unsurprised with having to stay quiet to live among the sound-hunting aliens. We can see this normalised behaviour in the use of props in set design, as there is a trail path made of sand which they all walk on to keep quiet. We also get a close-up of them walking which shows the choice of costume as they don't wear socks or shoes to again stay quiet as possible. This proves that living in silence among aliens is their normal as they have practiced protocol to remain quiet.</p>	

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	<p>definitely danger. This technical lighting code is accompanied with the actor expression of Lee who has a concerned facial expression followed by frantic running to help, all recognising that there is imminent danger as the aliens have also come to the farm.</p>
	<p>The attempt to repair is one of the longest stages in AQP. It involves all the actions taken by the characters to resolve the problem. This includes Marcus setting off fireworks to distract the aliens, him and Regan ending up falling into the grain silo while hiding out on top and most importantly Lee's sacrifice. During his sacrifice he makes a loud guttural scream to distract the aliens from his kids. It is one of the loudest diegetic sounds a character makes, contested by Evelyn's scream as she gives birth. It throws the audience off guard as the whole movie the aim has been to make no sound, however it works, and his children manage to escape.</p>

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3a)	Derry girls has a target audience of 90s teenagers since it follows characters of the same demographic.	
	A Quiet Place and Shutter Island has a target audience of horror and thriller fans since they are set in these genres.	
b)	• Derry Girls targets 90's teenagers by representing 90s teens on screen, they all go to high school, which is a relatable experience to teenagers as a whole and so people who were teens in the 90's would want to watch to relate and reminisce on their time at high school. This setting choice attracts the audience.	
	• Derry Girls features a character called Michelle who is seen handing out avon packages on the school bus. This would appeal to 90s teens as product representative was a common job at the time and so they would watch as they find it relatable.	

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	<p>• A Quiet Place includes several jumpscars such as in the labour scene when Evelyn runs into the alien in her house. This would appeal to horror fans since this is a genre staple and something they expect to find entertaining and thrilling.</p>
	<p>• A Quiet Place features a scene in which Evelyn smacks her bloody handprint on the shower screen. This would usually indicate death or fatal injury in the character but it actually proves she is alive. This subversion of a typical horror trope may please fans who find it new and interesting/exciting and so would watch again.</p>
	<p>• A Quiet Place attracts grown families to watch as they can see themselves represented on screen. We see this in Evelyn's costume, wearing floral dresses like many mums do. Lee being a strong father and leader seen in actor positioning as he leads in front of the family when they walk together. As well as the children</p>

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	using preps of toys and games to show that they can still be kids.
	<ul style="list-style-type: none">• Derry Girls may attract a target audience of Catholics. This can be seen with the inclusion of the headmaster Sister Michael, a nun. She is very strict and makes several passive aggressive or sarcastic jokes, such as when the dialogue "you might want to think about wising up" when Orla asks if rain is Lady Mary's tears. Catholics may find this parody of nuns funny and would watch to see how else she is portrayed.
	<ul style="list-style-type: none">• Shutter Island would attract the target audience of psychological thriller fans. This is because of the discontinuous editing, which allows the film to include several dream sequences and flashbacks - a common convention of the genre. This would make the movie more compelling as the editing disorients the audience, making them feel more like Teddy and so more engaged in the film.
	<ul style="list-style-type: none">- SI would also attract the target audience of masculine men. This is thanks

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	<p>to their representation of most men in the film as upstanding working men, through costume of suits which implies wealth and respect. This would be a positive representation of men that the audience can see themselves in.</p>	
4a)	<p>One society factor which has effected Shutter Island is attitudes toward mental health/illness in the 1950s. Mentally ill were seen as dangerous dangerous and practically invariable. Another societal factor which effected SI is the role of men in the 1950's, who were expected to be strong emotionally and physically as well as protect and provide entirely for their family.</p>	
b)	<p>The gender role of men in the 1950s influenced the movie Shutter Island in the form of costume. Many Several men in the film wear suits - indicators of wealth and respect - which matches with the societal expectation of men as going to work for their families and making an income for them.</p>	

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	<p>Teddy struggles with this societal expectation though. For example, it is cited that the reason he ended up in the asylum was because he could not protect his kids. This can be seen as he holds his dead kids during a flashback. The actor positioning shows them limp and he is powerless, unlike a man was expected to be. And his actor performance with crying and distraught sounds make his incapability more heartbreaking.</p>	
	<p>Another actor is expectation of women in 1950's - expected to be docile housewives, or neat and tidy beautiful women there to help men.</p>	
	<p>- seen in costume of Teddy's wife who, during initial flashbacks, has neat hair and a well-fitted dress, reflective of the traditional role, used as a deception as she goes mad and breaks this stereotype.</p>	
	<p>- Most other women include nurses who also wear neat uniforms and can be seen taking orders from the men around i.e. doctors and orderlies.</p>	

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The patients are represented as dangerous, like they were thought of in the 1950s. they can be seen in ^{use of props/costume with} shackles, ankle chains and handcuffs during the entering Ashcroft scene. This implies they are criminal and frightening - and need to be restrained. Mentally ill people are further represented like this as several have make-up and prosthetics which show horrific scars and further imply they are violent and crazy.

Effects of WW2 were also used in the movie since we see how Teddy's PTSD, like many WW2 soldiers had, effects his mental state. As he ends up having dreams and visions of his time in the war, which leave him waking up shaken and unsettled, portrayed by DiCaprio's actor performance.

We also see how German characters are portrayed negatively because of this, with the German doctor being cast in shadow and low-key lighting to highlight Teddy's distrust of Germans as a whole from the

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	wor.
5.	Barbie [®] Dreamhouse advert achieves the
	purpose of profit and promotion through
	the background graphics of a beach. They
	make the house more desirable to young girls
	who like the idea of pretending to have
	a house at the beach, hence promoting
	the product as a good thing to buy
	if you like the beach, and so they
	would make a profit.
	• The singsong jingle of "barbie's ultimate
	dreamhouse" is entertaining as it is catchy
	and gets stuck in audiences heads. This
	is fun music not only makes the ad
	more inviting but also makes you more
	likely to buy it, which they would profit
	from.
	• The advert shows two girls playing with
	the dreamhouse at once, this hiring decision
	enforces and promotes the idea of enjoying
	playing with the house with friends,
	and also encourages girls to buy it so they

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	can impress their friends, so they would also make profit.	
	• The purpose of profit is furthered by the inclusion of props such as dolls (barbie dolls), and a toy barbie car. These items are also said to be "sold separately" but it is implied that you need them to play with this house, so they could sell more toys and make more profit.	
	• The product itself is a toy and so hence this advert serves the role of entertaining since playing with the dollhouse would be fun and intriguing, supported by the voiceover dialogue which says "so many rooms and things to do".	
	• The Hot Wheels Garage advert makes a profit by showing other products such as a pitstop and repair shop alongside. These items are not included but this suggests that you should buy them too to make the playing experience better, so they produce profit too.	

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The Hot Wheels advert also shows many of the types of cars which can go in the garage, promoting the product as useful and more desirable to get since it involves all these cool looking cars.

The dumb ways to die train advert serves to provide a public service by giving you warnings about how to stay safe while using a train service such as "minding the gap" or "don't stand on the rails" and telling you it would be a "dumb way to die".

This advert is also very entertaining with colourful and simple graphics with a smooth and stylistic animation which viewers would like to look at. This entertainment purpose is also served with the catchy song used: first viral on social media, was picked up by this train company and repurposed as a fun way to learn about safety.

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6.	<p>The language of actor positioning on the A poster shows the two men in the back as important. This representation of men as large and intimidating may attract a male audience who would like to imagine themselves on screen.</p>	
	<p>-Categories are used in the form of action genre conventions, like explosions, fire and fast moving vehicles i.e. car, motorcycle and helicopter. These would attract an audience of action fans who can clearly tell this is an action movie which they may be a fan of.</p>	
	<p>The use of narrative with the image of a helicopter lifting a truck with a man on it shows the attempt to repair stage in Todorov's narrative theory, audiences may see this on the poster and wonder how it got to that scenario and so would more likely watch.</p>	

