

Candidate 2 evidence

1: a: one representation in *Shaun of the Dead* (sotd) is that suburban England is dull. This is shown in the opening scene. For example, in the opening scene of the movie, in the pub, the lighting is lowkey and the shot looks smokey and foggy. This suggests that the atmosphere in suburban England is dull and flat.

There is an old lady lying down on a booth seat, asleep. This suggests that suburban England is so dull it has made her fall asleep.

The song playing in the background is *Ghost Town* by The Specials. This suggests that, like a ghost town, suburban England is dull and dead and there's nothing much to do there.

In the next scene, we see a montage of slow pans of dull, everyday life, such as a man pushing a shopping trolley, and people walking. The slow pace of these shots suggests that the pace of life in suburban England is slow, and the boring activities happening in these shots suggest that there isn't much to do there.

The colours in this montage are flat, neutral colours, such as grey, blue and white. This suggests that life in suburban England is dull and lifeless, like these colours.

In *sotd*, slackers are represented as immature. For example, in Shaun's flat that he lives in with his friends, there are tattered posters on the walls of bands and movies. These are rather juvenile topics which makes them seem immature and posters are something many young university students may have in their flats, which makes them seem like they live like students, despite being in their late 20s/early 30s.

When Shaun wakes up, he immediately goes to play video games. This is something many teenagers with no responsibilities would do, but he's got a job and a girlfriend and is old so it makes him seem immature.

The cushions and sofa look old and worn, which suggests that they don't take care of their possessions.

When playing games, Shaun puts his feet up on the table where there is food. This makes him seem immature and unhygienic.

There is overflowing rubbish in the bin, which shows they're lazy and don't do chores or take care of the house.

B: Edgar Wright is the director of the movie. He said in an interview about the film that he made *Shaun of the Dead* as he hated 'manchild' and thought that people who were lazy need to get over themselves and grow up.

He said during press for the film that he had a really dull childhood in suburban England and felt that contrasted with Hollywood's view of England, so he wanted to show the reality of living there. He also wanted to show what it would be like for a zombie plague to break out in such a boring place.

2:a: one tone used in *sotd* is an exciting tone. This is used in the scene where they fight zombies in the pub and in the plan scene.

Another tone used in *sotd* is a frightening tone.

Another tone used is a comedic tone.

B: exciting tone: in the scene in the pub where they fight zombies, the song 'Don't Stop Me Now' by Queen plays. This song is traditionally an upbeat party type song, so this makes the scene seem energetic and feel like a party.

Shaun, Ed and Liz beat the zombie in time to the song. This makes the fight seem like it's choreographed and seem like an energetic upbeat dance.

David is turning the lights on and off and makes them flicker, which makes it seem like a party or rave as these often use flicking lights to create an exciting atmosphere.

In the plan scene, we see a fast montage of shots detailing Shaun's plan to save Liz and his parents. This gives the scene a sense of fast pace and excitement.

Frightening tone: when the characters are walking through the zombie crowd on the way to the pub, the camera is placed in the middle of the zombie hoard, so it makes it look like the viewers are in the hoard. This immerses them in the action and makes them feel scared and like the zombies will pounce on them.

When the characters hide in the Winchester pub, we see a shot of zombie hands at the window. This makes it seem ominous and scary and like the zombies are about to come in and attack the characters.

Comedic: there is a wide variety of unusual weapons used in *SotD*, such as cricket bats, vinyl records and spades. This is funny as these are just everyday household items and aren't a typical way to kill a zombie.

3: the narrative structure used in *SotD* is Todorov's narrative theory. Stage one of Todorov's narrative theory is the equilibrium. This is when we see the characters' everyday life before things go wrong and see what their normal life is like. In *SotD*, we are introduced to Shaun, who is a slacker, who lives in suburban London, has a job he hates, lives with his friends Ed and Pete, and his GF has just broken up with him.

The second stage is the disturbance. This is when something happens to disturb the main characters' normal life. A zombie plague breaks out in suburban London, but Shaun doesn't realise it is happening as he is very unobservant.

The third stage is the recognition. This is when the protagonist realises that the disruption has happened. Shaun sees zombies in his back garden and realises that the plague is real.

The fourth stage is the repair. This is when the protagonist decides to try and fix the disruption and get their life back to normal. Shaun goes to rescue his ex-GF Liz, her friends Dianne and David, and his mum and he takes them to the Winchester pub to hide out.

The fifth and final stage is the new equilibrium. This is when life either goes back to normal or a new version of normal. The army sorted out the zombies and they are now used in cheap reality TV and in supermarket jobs, and Shaun and Liz get back together and move in together.

SotD also uses conventional zombie characters. For example, the fodder are those who were either killed or turned into zombies. This includes those who sacrifice themselves and those who put the group in danger. Ed is fodder as he sacrifices himself so Liz and Shaun can escape. So is Barbara as she puts them in danger as she doesn't disclose that she has been bitten by a zombie and she has to be put out of her misery and killed by Shaun. Another fodder character is Diane, Liz's flatmate as she is killed by zombies.

4a: one audience reaction to *SotD* is that it is a zombie parody.

One audience reaction to *I, Daniel Blake* (IDB) is that the English benefits system is cruel.

B: the title 'Shaun of the Dead' is a play on words on the popular zombie film 'Dawn of the Dead'. This suggests that the two films will be similar and that it will be a parody of a zombie movie.

The shot when shaun enters the living room and we see his shadow first is a parody of the scene where we see the first zombie in day of the dead. this is something that zombie fans may recognise and may find funny as it suggests that he is like a zombie.

The shot where david's legs are pulled off by zombies is a parody of the scene where captain rhodes has his legs pulled off in day of the dead. this is something zombie fans will know, and it compares the characters who are both villains in their films.

This audience reaction will only be felt by people who are already fans of zombie films.

In idb, the film came out around the time of the conservative governments austerity measures which cut funding to benefits in england. a reaction that the producers want the audience to have is that these austerity measures are cruel and harm people, and this is one many audience members, including myself, experienced. for example, katie is a single mum from london who is moved up to newcastle as there isn't enough council houses in london. this shows that the system is overloaded and is cruel for pulling people away from family and support networks. Katie shoplifts deodorant and tampons as the foodbank doesn't have any and her benefits don't give her enough money to buy them. this suggests that the system forces people into crime and doesn't give them enough money to buy basic necessities.

Katie skips meals a lot so her kids can eat and this causes her to nearly faint in the foodbank. this suggests that the system doesn't give enough money to families and forces people into unhealthy choices.

Katie is forced into prostitution as she doesn't have enough money to buy shoes for her daughter. this shows that the system forces people into lifestyle choices they wouldn't normally make, and doesn't give people enough money.

Daniel has to do his appeal online, but he doesn't know how to use technology and physically runs the mouse up the side of the library computer. this shows that the system discriminates against those too poor or old to own technology.

Daniel dies on the day of his appeal after a heart attack induced by the stress of his appeal. this suggests that the system is literally killing people.

This audience reaction may be more common in a more central/left wing audience, as the conservative party put austerity measures in and they're a right wing party, so right wing people may be more inclined to agree with them whereas central/left wing people may be more inclined to disagree with them.

5: a: one attitude intentionally influenced by this girl can ad campaign is that women shouldn't worry about their body whilst doing sport. another is that exercise is fun.

One attitude unintentionally influenced by woman like me music video is the objectification of women.

B: women shouldn't worry about body: in this girl can, there is text over part of the video saying 'sweating like a pig, feeling like a fox. this suggests that how you feel whilst exercising matters more than how you look.

There is another heading that says 'i jiggle therefore i am.' this suggests that cellulite and loose skin are normal and nothing to worry about.

There is a wide range of women in the video in terms of age, ethnicity, ability and body shape. this suggests that exercise is for all women regardless of how they look.

There is a close up shot of a girl with fake lashes and nails putting in a pink mouthguard. this suggests that women can be femme and express their personal style whilst exercising.

Most of the costumes in video are normal clothes, such as leggings, t-shirts and hoodies. this suggests that what you wear to exercise doesn't matter and you don't need fancy clothes to do sports.

Exercise is fun: there is a shot of some older women talking before jumping into the sea. this suggests that sport is something fun to do with your friends.
The song in the video is 'get your freak on' by missy elliot. this is an upbeat pop song, which gives the video an upbeat party atmosphere.

Woman like me objectification of women: nicki minaj appears in the video in a painting. this suggests that women are objects and just something to be looked at whose only value is in their appearance.
Little mix have tight, skimpy costumes which look quite uncomfortable. this suggests that they are wearing these for men, not for their own comfort, and that women should make themselves uncomfortable so men think they're hot.

6:a: institutions are used to promote the movie. for example, the star wars logo is on the poster. this suggests that the film is in the star wars universe, and promotes it to those who are already star wars fans. it is also a very big brand who make quite mainstream films which suggests that the film will be mainstream and conventional.
The 20th century fox logo is on the poster. they are a large corporation who make big budget mainstream films, which suggests that this film will be big budget and mainstream.
Liam neeson is billed on the anchorage. he was in love actually and derry girls, both of which are comedies, with a bit of romance, so this suggests that this film will be similar. it also promotes it to his fans. it also suggests the film may be irish, as he is irish and so is derry girls, and he plays an irish character on love actually.
Natalie portman is also billed in the anchorage. she is known for being in black swan, which is sort of a psychological thriller. this suggests that this film may be similar, and it also promotes the film to her fans.
Overall, institutions are used to promote the film to a mainstream audience and to those who are fans of those actors.

The science fiction (scifi) genre is used to promote the film. for example, there are rockets in the background. this suggests that in the film, people fly on rockets in space, which is something that happens a lot in sci fi films.
The 2 men on the poster hold lightsabres. these are typical weapons used in scifi films and this suggests that the film will follow them fighting people with them.
Overall, the sci fi genre is used to promote the film to sci fi fans.

Media language suggests that this is a prequel. this is used to promote the film. for example, the tagline says 'every saga has a beginning' this suggests that the film follows the start of the star wars series and happens before the original film.
The title says 'episode one, the phantom menace.' this suggests that this film is the first installment in the star wars series.
Overall, media language is used to promote the film to those who like star wars and want to watch a prequel.

Unconventional representation of women as being high status is used to promote the film. for example, the woman behind the men is wearing a gold headpiece that looks like a crown. this suggests that she is royalty, as crowns are associated with royalty, and high status, as gold is luxury. she is wearing a fur trim coat. fur is often seen as luxurious and expensive, which suggests that she has lots of money and is high status.
She sits in a chair that looks luxe and like a throne. this suggests that she is powerful and wealthy and perhaps royalty.

Overall, unconventional representation of women is used to draw in a less conventional audience who prefer to see women in movies as strong and powerful