

Commentary on candidate evidence

Assessors awarded the candidate evidence the following marks for each question of the question paper.

Candidate 1

Question 1(a)

The candidate was awarded **5 marks** as follows:

- **1 mark** was awarded for a relevant description of the representation of Batman as a strong and powerful main character constructed through the opening fight scene where he stops the group of men robbing an innocent man.
- No mark was awarded for the description of the representation of Catwoman as she is a villain and does not subvert this stereotype.
- **1 mark** was awarded for a relevant description of the representation of The Riddler as psychotic constructed through his actions showing he would do anything to become famous.
- **1 mark** was awarded for a relevant description of the representation of Gotham as 'gritty and corrupted' constructed through the dark and rain.
- **1 mark** was awarded for a relevant description of the representation of Bruce Wayne as calm and quiet constructed through his avoidance of the mayor during the funeral scene.
- **1 mark** was awarded for a relevant description of the representation of the police as being not good at their jobs constructed through Batman easily getting away from them.
- No mark was awarded for the description of the representation of Falcone as flirty as the construction of the representation is unclear.
- No mark was awarded for the description of the representation of Commissioner Gordon as secretive as the construction of the representation is unclear.

Question 1(b)

The candidate was awarded **1 mark** as follows:

- No mark was awarded for the explanation of the idea of making the film different from other superhero films as it is unclear.
- **1 mark** was awarded for a relevant explanation of the idea to make the film like a detective film by showing Batman looking for clues.

Question 2(a)

The candidate was awarded **1 mark** as follows:

- **1 mark** was awarded for a relevant description of a noir tone.
- No mark was awarded for the description of the dark and gritty tone, as this is repetitive.

Question 2(b)

The candidate was awarded **1 mark** as follows:

- No mark was awarded for the explanation of Catwoman stealing money as no technical or cultural codes are included.
- No mark was awarded for the explanation of The Riddler being traumatised as no technical or cultural codes are included.
- **1 mark** was awarded for a relevant explanation of how the dark and gritty tone is created through the rain and the streets looking dead.
- No mark was awarded for the explanation of Gotham as needing help as no technical or cultural codes are included.

Question 3

The candidate was awarded **5 marks** as follows:

- **1 mark** was awarded for a relevant description of Todorov's equilibrium stage of Gotham normally being dark and gloomy.
- **1 mark** was awarded for a relevant description of the disruption stage when The Riddler kills the mayor.
- **1 mark** was awarded for a relevant description of the recognition of the disruption stage when Batman realises The Riddler is leaving clues for him.

- **1 mark** was awarded for a relevant description of the attempt to repair stage when Batman catches The Riddler.
- **1 mark** was awarded for a relevant description of the new equilibrium stage when Gotham goes back to normal and Batman realises he needs to become a symbol of hope.

Question 4(a)

The candidate was awarded **2 marks** as follows:

- **1 mark** was awarded for a relevant description of the audience reaction of not liking the film because it wasn't as they expected.
- **1 mark** was awarded for a relevant description of the audience reaction of liking the non-stereotypical characters.

Question 4(b)

The candidate was awarded **3 marks** as follows:

- No mark was awarded for the description of the opening scene, as the way it produces an audience reaction is unclear.
- **1 mark** was awarded for a relevant explanation of the audience reaction to the change from superhero to detective film where Batman is looking for clues to find The Riddler.
- **1 mark** was awarded for a relevant explanation of the audience reaction to Catwoman behaving in a non-stereotypical way as she is an independent woman and doesn't listen to Batman.
- **1 mark** was awarded for a relevant explanation of the audience reaction to Batman as he behaves in a non-stereotypical way by showing his emotions.
- No mark was awarded for the description of The Riddler as not a normal villain, as it is not valid.

Question 5(a)

The candidate was awarded 0 marks.

- No mark was awarded for the comment about gun violence as no attitude and/or behaviour is given.
- No mark was awarded for the comment about racism as no attitude and/or behaviour is given.

Question 5(b)

The candidate was awarded 0 marks.

- No mark was awarded for the explanation of racism seen in the car shooting scene as it doesn't link to an attitude and/or behaviour.
- No mark was awarded for the explanation of the church shooting scene as it doesn't link to an attitude and/or behaviour.
- No mark was awarded for the explanation of people having to run away to keep themselves alive as it doesn't link to an attitude and/or behaviour.
- No mark was awarded for the explanation of racism seen by the police as it doesn't link to an attitude and/or behaviour.
- No mark was awarded for the explanation of gun violence and the handgun as it doesn't link to an attitude and/or behaviour.

Question 6

The candidate was awarded **5 marks** as follows:

- **1 mark** was awarded for explaining how 'orange and red eyes' suggests a scary movie that would appeal to people who like scary and 'unpradictical (unpredictable) movies.'
- No mark was awarded for the comment about the characters in the middle with serious facial expressions as it is not linked to mystery.
- **1 mark** was awarded for explaining how 'Every Saga has a beginning' suggesting it is appealing to people who like a chain of movies.
- No mark was awarded for the comment about the lady behind the two in the middle as it is basic and unclear.
- No mark was awarded for the comment about the lady's facial expression appealing to people who like non-stereotypical characters as it is basic and unclear.

- No mark was awarded for the comment about the desert and sky setting as it is basic and unclear.
- No mark was awarded for the comment about the little character in front of the sun appealing to people who enjoy mysteries as it is basic and unclear.
- **1 mark** was awarded for explaining how '25th Anniversary' suggests that it is a film that appeals to an older audience who have been watching all the movies for years.
- **1 mark** was awarded for explaining how the layout of the green and blue lightsabers draw your attention up to the dark colours to show what is important.
- **1 mark** was awarded for explaining how the big red face looks scary and would appeal to people who like scary movies.

Overall, the candidate was awarded **23 out of 60 marks** for the question paper.

Candidate 2

Question 1(a)

The candidate was awarded **8 marks** as follows:

- **1 mark** was awarded for a relevant description of the representation of suburban England as dull and flat and has been constructed through lighting and mise-en-scène in Shaun of the Dead.
- **1 mark** was awarded for a relevant description of how this representation has been constructed through the body language of the old lady.
- **1 mark** was awarded for a relevant description of how this representation has been constructed through the description of the diegetic music playing in the background.
- **1 mark** was awarded for a relevant description of how this representation has been constructed through the description of the slow-paced montage of everyday life.
- **1 mark** was awarded for developing this point further suggesting there isn't much to do there.
- **1 mark** was awarded for a relevant description of how this representation has been constructed through the description of neutral colours.
- **1 mark** was awarded for a relevant description of how the representation of 'immature slackers' has been constructed through the description of the posters on the wall which makes them seem immature.
- **1 mark** was awarded for developing this point further suggesting they are living like students.

A total of 8 marks has been reached but additional marks could have been awarded as follows:

- 1 additional mark could have been awarded for developing this point further suggesting he is like a teenager with no responsibilities.
- 1 additional mark could have been awarded for developing this point further suggesting he is unhygienic for putting his feet up on the table.
- 1 additional mark could have been awarded for developing this point further suggesting they don't take care of the house.

Question 1(b)

The candidate was awarded **2 marks** as follows:

- **1 mark** was awarded for a relevant explanation of the director hating ‘manchilds’ and lazy people who need to ‘get over themselves and grow up’.
- **1 mark** was awarded for a relevant explanation that his idea of suburban England contrasted to Hollywood, and he wanted to show the reality of living there.

A total of 2 marks has been reached but an additional mark could have been awarded as follows:

- 1 additional mark could have been awarded for developing this point further with the director’s desire to see a zombie plague breakout in such a boring place.

Question 2(a)

The candidate was awarded **2 marks** as follows:

- **1 mark** was awarded for a relevant description of an exciting tone.
- **1 mark** was awarded for a relevant description of a frightening tone.

A total of 2 marks has been reached but an additional mark could have been awarded as follows:

- 1 additional mark could have been awarded for a relevant description of a comedic tone.

Question 2(b)

The candidate was awarded **7 marks** as follows:

- **1 mark** was awarded for a relevant explanation of how the exciting tone is created by the song making the scene feel like a party.
- **1 mark** was awarded for a relevant explanation of how this tone has been created by the fight seeming like an energetic, upbeat dance.
- **1 mark** was awarded for a relevant explanation of how this tone has been created by the ‘flicking’ lights to create an exciting atmosphere.

- **1 mark** was awarded for a relevant explanation of how this exciting tone has been created by a fast montage of shots.
- **1 mark** was awarded for a relevant explanation of how the frightening tone is created by the camera placed in the middle of the zombie horde to make the viewers feel scared and like the zombies will pounce on them.
- **1 mark** was awarded for a relevant explanation of how this tone has been created by the zombie hands at the window.
- **1 mark** was awarded for a relevant explanation of how the comedic tone is created by using everyday household items which aren't a typical way to kill a zombie.

Question 3

The candidate was awarded **10 marks** as follows:

- **1 mark** was awarded for a relevant description of Todorov's equilibrium stage.
- **1 mark** was awarded for a relevant description of the equilibrium stage in Shaun of the Dead.
- **1 mark** was awarded for a relevant description of the disruption stage.
- **1 mark** was awarded for a relevant description of the disruption stage in Shaun of the Dead.
- **1 mark** was awarded for a relevant description of the recognition of the disruption stage.
- **1 mark** was awarded for a relevant description of the recognition of the disruption stage in Shaun of the Dead.
- **1 mark** was awarded for a relevant description of the attempt to repair stage.
- **1 mark** was awarded for a relevant description of the attempt to repair stage in Shaun of the Dead.
- **1 mark** was awarded for a relevant description of the new equilibrium stage.
- **1 mark** was awarded for a relevant description of the new equilibrium stage in Shaun of the Dead.

A total of 10 marks has been reached but an additional mark could have been awarded as follows:

- 1 additional mark could have been awarded for a relevant description of character archetypes in Shaun of the Dead.

Question 4(a)

The candidate was awarded **2 marks** as follows:

- No mark was awarded for the identification of zombie parody as no clear reaction is evident.
- **1 mark** was awarded for a relevant description of the audience reaction that they will think the English benefits system is cruel.
- **1 mark** was awarded for a relevant description of left/right wing audience reactions (found in part 'b' of the candidate's answer).

Question 4(b)

The candidate was awarded **8 marks** as follows:

- **1 mark** was awarded for a relevant explanation of the audience reaction to Shaun seeing his shadow and finding it funny as it suggests he is like a zombie.
- **1 mark** was awarded for a relevant example of this reaction to David's legs being pulled off by zombies.
- No mark was awarded for the comment about austerity measures as the reaction is not linked to media content.
- **1 mark** was awarded for a relevant explanation of the audience reaction to Katie's experience showing the benefits system is overloaded and pulling people away from family and support networks.
- **1 mark** was awarded for a relevant explanation of the audience reaction to the benefits system forcing Katie into crime and not giving her enough money to buy basic necessities.
- **1 mark** was awarded for a relevant explanation of the audience reaction to the benefits system not giving Katie enough money and forcing people into skipping meals and making 'unhealthy choices.'
- **1 mark** was awarded for a relevant explanation of the audience reaction to forcing Katie into lifestyle choices they wouldn't normally make.

- **1 mark** was awarded for a relevant explanation of the audience reaction to Daniel being too poor or too old to own technology.
- **1 mark** was awarded for a relevant explanation of the audience reaction to the benefits system literally killing people.

Question 5(a)

The candidate was awarded **2 marks** as follows:

- **1 mark** was awarded for a relevant description of the intentional influence that women shouldn't worry about their body whilst doing sport.
- **1 mark** was awarded for a relevant description of the intentional influence that exercise is fun.

A total of 2 marks has been reached but an additional mark could have been awarded as follows:

- 1 additional mark could have been awarded for a relevant description of unintentional influence to objectify women.

Question 5(b)

The candidate was awarded **8 marks** as follows:

- **1 mark** was awarded for a relevant explanation of how in 'This Girl Can' the on-screen text shows women shouldn't worry about their bodies as 'exercising matters more than how you look'.
- **1 mark** was awarded for a relevant explanation about the use of text to show cellulite and loose skin are normal and nothing to worry about.
- **1 mark** was awarded for a relevant explanation about the wide range of women in the video suggesting that exercise is for all regardless of how they look.
- **1 mark** was awarded for a relevant explanation of the close-up shot of a girl wearing false lashes and nails with a pink mouth guard to show you can express your personal style whilst exercising.
- **1 mark** was awarded for a relevant explanation about the use of casual clothing showing women don't need fancy clothes to do sports.

- **1 mark** was awarded for a relevant explanation about the older women jumping in the sea to show exercise is fun to do with friends.
- **1 mark** was awarded for a relevant explanation about the upbeat pop song giving the party an upbeat party atmosphere.
- **1 mark** was awarded for a relevant explanation about Niki Minaj being in the painting suggesting women's value is only in their appearance.

A total of 8 marks has been reached but an additional mark could have been awarded as follows:

- 1 additional mark could have been awarded for a relevant explanation of Little Mix wearing 'skimpy costumes' suggesting women should make themselves uncomfortable, so men think they're 'hot'.

Question 6

The candidate was awarded **7 marks** as follows:

- **1 mark** was awarded for the combination of several institutional factors such as the Star Wars logo, ownership and casting decisions.
- **1 mark** was awarded for explaining how the rockets establish the sci-fi genre.
- **1 mark** was awarded for explaining how the weapons establish the sci-fi genre.
- **1 mark** was awarded for explaining how tagline and 'Episode I' establishes that the film is the first instalment in the Star Wars series which promotes the film to those who like Star Wars and want to watch a prequel.
- **1 mark** was awarded for explaining how the crown suggests royalty and high status.
- **1 mark** was awarded for explaining how gold and the fur trimmed coat suggest luxury and wealth.
- **1 mark** was awarded for explaining how the throne suggests the unconventional women in power and how this would draw a female audience.

Overall, the candidate was awarded **56 out of 60 marks** for the question paper.