

Candidate 1 evidence

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
1a)	<p>One representation in the OC is that of Ryan coming from a tough background, from a bad neighbourhood and being able to turn himself into a good, successful person. Another representation in the OC is of Kirsty who gives a positive representation of women by being a successful, independent business woman. Additionally, a stereotypical representation is of race and that black people and Hispanics are violent and criminals.</p>	
1b)	<p>In the OC, at the beginning, we see that Ryan comes from the rough area of Chino. We can tell that Chino is a rough area because of the graffiti on the walls which indicates vandalism (a common thing associated with poorer areas), on an old mattress outside Ryan's house which gives the stereotype that poor people don't care about appearance and Ryan's house has a high wire fence around it which suggests it needs protection from crime in the neighbourhood which again, is something we would typically</p>	

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	associate with poorer areas. We can also tell	
	that Ryan comes from a bad background because	
	of how his mum, Dawn appears. In the house	
	she is drinking during the day and she looks	
	quite messy. and This suggests that she doesn't take	
	care of Ryan as she doesn't take care of herself.	
	We see that Ryan is a positive representation	
	of poorer people because despite the bad background	
	he still decides to make himself into a better	
	person by getting a good education and at	
	the end of the show he becomes an architect	
	so we see that he achieves his goals. We also	
	see this because Ryan stops smoking and drinking and	
	is usually shot in the nicer areas instead of in China.	
	Another positive representation is Kirsten. Kirsten	
	is a successful businesswoman who is very work-	
	orientated and takes pride in her achievements.	
	We can tell that Kirsten is successful because she	
	can afford to lend Jimmy \$100,000. This goes	
	against the usual stereotypes of women that they	

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	<p>can't provide for themselves and always have to borrow money from their husbands. Kirsten is also a good representation of women because she is the breadwinner of the family and is the one who has designed and paid for their home which many people are jealous of which goes against stereotypes that women can should be housewives and can't make a living for themselves. Kirsten is also a good representation as she appears well-presented and smart as if she cares about her appearance, but she doesn't obsess over her appearance which goes against stereotypes of women being vain e.g. Julie is vain.</p> <p>A further example of representation in the OC is that of race. When Ryan is arrested for stealing a car, there is a prison scene inside the prison there are only black and Hispanic men surrounding Ryan who is the only white person there. All of the men surrounding Ryan are threatening him and being very aggressive ^{and they have angry facial expressions} so this gives us the impression that Hispanic and black people are all criminals and are all violent. The OC has very few also characters of ethnic minorities and only one of these is a Hispanic maid who is always serving the Cohens. This gives the stereotype that all</p>	

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	<p>Latin American people are in low paying jobs and gives a bad representation. However, there is also an Asian character who is the principal of the school but this fits in with the stereotype that Asian people are high achievers and only care about grades. The principal is usually just from a low angle which makes her seem powerful and it is a good representation of women that they can be in high paying jobs. The principal also always wears clothes that make her look well presented however this could also give the stereotypical impression that all Asian people care about is work/school and they don't have any usually do things for leisure. There However there ^{is} also a positive representation of black people in the OC; despite how little black characters there are, by the fact that Marissa's councillor is black. This is positive because it shows that black people can have very high paying jobs which goes against the stereotype of black people in America as being in poverty.</p>	

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2a)	One example of tone is the rebellious tone created	
	in the Rimmel advert for 'Vandal eyes' mascara.	
	Another example of tone is the dangerous tone	
	created in the 'Tijuanas' episode of the OC.	
b)	In the Rimmel advert the rebellious tone is	
	created by the font of 'Vandal eyes'. The font	
	is as if someone has spray painted it on and	
	this creates a rebellious tone because we associate	
	graffiti with something that troublemakers would	
	do so this creates the tone as it is something	
	scandalous. that The tone is also created by the	
	fact that the model is wearing a leather jacket	
	which is something we associate with biker gangs	
	which gives off the tone because but gangs are	
	quite scary and do things that are against the law.	
	The product placement gives off the rebellious tone	
	as the mascaras are scattered and not in neat	
	lines so this creates a sense of rebellion because	

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	<p>they aren't in order and are messy - they aren't abiding by the rules. The model's hair is also messy which gives the impression that she doesn't care about her appearance which indicates a rebellious tone because she looks as if she doesn't care what other people think of her, which is typical of a rebel. In the Tijuana episode of the OC a dangerous tone is created by the use of dark lighting which creates a sense of uncertainty and makes us scared for the characters as the darkness has dangerous connotations. The dangerous tone is also created by the song choice of 'Out of Control' which suggests that the characters are in trouble which makes or creates the tone as it means we don't know what's going to happen next. The tone is also created by the spinning camera which makes it seem like Marissa is highly intoxicated and is therefore no longer in charge of her mind which makes us again feel like she is in danger.</p>	

Equilibrium

Disequilibrium - recognition
- attempt to repair

New equilibrium

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3)	<p>In the OC, the Tigrana episode uses Todorov's Narrative structure. The episode begins with an equilibrium, where everything is in a state of balance. We can tell that it is the equilibrium because the characters are in the kitchen eating breakfast, which is a normal thing for families to do so therefore creates a sense of normality. We can also tell it is the equilibrium because the lighting is bright and the colours are warm and rich which creates a safe mood.</p> <p>Equilibrium satisfies the audience as it eases them into the programme. The episode then continues with a disequilibrium. The disequilibrium is shown ^{which shows everything in a state of imbalance} when Jimmy tells Morisa about the divorce. We can tell it is the disequilibrium because the lighting surrounding Jimmy is in strips that looks like prison bars which suggests that something bad is going to happen to Jimmy.</p> <p>And it is also shown by the dark lighting</p>	

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	<p>Disequilibrium creates an a sense of excitement for the viewer and makes them interested in the programme which creates a dark mood and creates a sense of imbalance. Recognition of disequilibrium is shown when Marissa overdoses on drugs and drinks too much in Tijuana. We can tell that it is the recognition because the music has a heavy beat which implies danger and there are flashing red lights which also implies danger because the colour red has connotations of danger and blood. The camera shots are also fast and blurry which again creates a sense of fear, as if Marissa can't handle her situation, which shows it isn't in a state of normality. Attempt to repair disequilibrium can be shown when the characters find Marissa passed out in an alleyway. The lighting is dark which tells us something bad has happened because darkness has connotations of badness and death. The song lyrics of 'Ashes to ashes, dust to dust' make make us think that Marissa is dead because those are</p>	

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	<p>words typically spoken at funerals, which leaves us with an enigma, as to whether Morissa is alive or not.</p>	
	<p>New equilibrium is when everything has returned to a state of balance and this can be seen when Morissa is in a hospital bed, with white walls surrounded by her family and friends which suggests safety and that nothing bad is going to happen to her as white has connotations of goodness - so everything has been returned to a state of normality. This creates a sense of balance and a sense of closure for the viewer so they can now watch a different disequilibrium in the next episode.</p>	
4a)	<p>One preferred reading in the OC is that Caleb is a ^{typical} selfish, money driven businessman who only cares about making profit. Another example of a preferred reading in the OC is that Anna is a friendly, kindhearted girl who goes against the stereotypes of being a rich girl. A further example</p>	

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	<p>of a preferred reading is that Luke's dad is brave for coming out as gay to the ^{conservative} community of Orange County.</p>	
b)	<p>The preferred reading that Caleb is a money driven, cruel businessman can be portrayed by when he wants to build houses on a piece of land that is would damage a lot of the environment. Many people who believe in saving the environment would think of Caleb as evil for building there and this preferred reading can be shown by the way Anna (who strongly wants to protect the environment), confronts Caleb about it and makes him look bad. ^{As the shows target audience is teenagers, this makes them relate/support Anna}</p> <p>We can also see this preferred reading by when Caleb puts Sandy down for not having paid for his own house - instead having his wife pay for it. This makes Caleb look as if he doesn't believe in feminism and that he only as thinks</p>	

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	businessmen like himself can earn money.	
	This would make people who believe in fairness equality have the preferred reading of Caleb as	
	old fashioned &	
	they think he is arrogant and / a typical businessman	
	who only cares about money. ^{and as the teenage target audience probably believe in equality, they will take the preferred reading.} Another example of	
	preferred reading is of Anna. Anna is very	
	friendly, outgoing and is mature and we can see	
	this by the way she stands up for supports Summer	
	instead of fighting with her over Seth. This portrays	
	the preferred reading as it makes us think that	
	Anna is very kind and genuine and makes us	
	think that she isn't the vain, selfish rich	
	stereotypical rich girl that a lot of people in the	
	OC are made out to be. Another example of	
	a preferred reading in the OC is of Luke's	
	dad being gay in the conservative community of	
	Orange County. but The preferred reading is that	
	Luke's dad is brave for coming out and many	
	LGTB viewers will support this preferred reading	

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	<p>because he has risked losing his family in order to do what he wants. This preferred reading can also be seen by how Luke sticks up for his dad when people try and bully him about it which makes people feel sympathy about the situation and as if Luke's dad did the right thing by coming out. This preferred reading can also be shown by how supportive Sandy and Kirsten are of him and since they are likeable characters, the audience feels drawn to agree with their opinions.</p>	
	<p>5a) The NSPCC advert influences attitudes and behaviours because it makes us want to phone in and help the charity.</p>	
	<p>b) One way the NSPCC advert influences us is by the use of the child's handwriting ^{as the} font. This writing makes us feel sympathy towards the child because it's like ^{the young childlike} handwriting emphasises how young the neglected child is and makes us want to phone in and help to save the child</p>	

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	<p>from being abused. It also influences us because the child in the picture is smiling and is in smart school uniform, which makes us want to help because we feel like it could be anyone and it is not always apparent if a child needs help, because the child isn't messy or looking unhealthy which would give reinforces the idea that not all abused children look unclean. The phrase 'You know me' also influences us because it implies that the child could be anyone, even someone you know. The word choice of 'You' makes it very personal, as if the child is directly addressing the reader which makes us want to phone in and help because we feel like the advert is telling us to do so. In the centre there is a stack of pictures under the picture of the boy which tells us that there are a lot of other children in his situation.</p>	

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	<p>which influences us to phone in and help to stop all those children from being abused. The NSPCC symbol is in red green the writing which influences us because the colour green makes us think of 'Go' so it might influence us to pick up the phone and call the charity to stop the abuse. The use of a blue background with clouds in the sky influences us because the blue skies makes us think that the child could be happy but the clouds tell us that there are things in the way, stopping the child from being happy which influenced us to phone them to try and make the child happy and give him a better future. The placement of the pictures of the child in the middle draws out attention to him and makes us want to help him because he looks so young and vulnerable, because we feel like no child should have to go through that especially not one who is so young.</p>	

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C)	<p>The purpose of this advert is to promote the product of the watch and generate profit. ^{and make us want to buy the product}</p> <p>The use of a sports car in the top left corner promotes the product because it makes the reader think that if they wear the watch they can be cool and can drive fast as sports cars are typically driven by superstars and sports personalities; which would make the reader want to buy it to become more like them. The advert features a famous celebrity - Hugh Jackman - which would generate profit because many people would know who he is and would want to wear the watch to be more like him and would think that if he's wearing it it must be a good watch, so would therefore be influenced to buy it. The product placement of the watch in the bottom right corner promotes the product as it allows us time to scan the page and connect all the other things on the</p>	

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	<p>advert with the watch, therefore promoting the product by making links between the watch with high speed cars and celebrities which would make the reader want to buy it to be connected to those things as well. The fact that the black watch stands out against the white triangle background makes the product stand out and attracts the audience to the watch which would make them more likely to buy it because the watch looks visually appealing. The fact that the writing is in bold and is diagonal makes us think that the product is a bit out of the ordinary and by wearing it you'll become cool and outgoing which would influence us to buy it because the reader would want to live life a bit on the edge. The use of contrast of the brand in white against the the black background makes it stand out and also makes it link to the</p>	

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	<p>contrast of the watch and since Mont Blanc is such a good brand many people would immediately connect Mont Blanc with the contrasting watch which would make people want to buy the product because it is such a high quality brand so would feel that the product would be high quality too. The colour red in the 'inspired by performance' combines with the colour of the car and makes has connotations of danger and is a very attractive colour so the reader may be attracted to cars and would influence them to buy it because they want to be more attractive to other people and come across as cool and rebellious. The number '8' on the side of the car in a white circle is reminiscent of the 'lucky ball' (the black ball with the number 8 on it) so the reader might be attracted to this as they would feel that if the car is lucky then</p>

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	<p>the watch would be lucky so would buy it because they would want to have more luck.</p>	
	<p>The use of diagonal lines cutting the page into sections promotes the product because it draws the reader's eye to each individual section and makes them study each bit of information on the poster e.g. the text which would influence them to buy it because they feel like they are well informed about the product. The use of ^a white triangle looks as though it could be marble because of the reflection of the watch, and this would influence us to buy the product because marble counters are usually found in expensive shops and this would make us want to own the product to fit in with the type of people who if shop at expensive shops.</p>	
	<p>The target audience for this advert would be young males. The use of a male actor who is popular amongst young men makes it</p>	

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	clear that the target audience are young men	
	because they would want to purchase the watch	
	in order to be like him. We can also tell that	
	this is the target audience because of the use	
	of a car, which is a typical thing for young	
	men to be interested in which may make them	
	connect the car with the product so they would	
	think the watch is cool and something they	
	want to have (like the car). The use of	
	dark colours and only pops of colours such as	
	white and red makes it obvious that it is an	
	advert for men as men are typically more	
	attracted to dark, sophisticated and 'macho' colours	
	as opposed to bright, vibrant colours.	