

Commentary on candidate evidence

The candidate evidence has achieved the following marks for each question of the question paper.

Candidate 1

Question 1(a)

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

- ♦ **1 mark** was awarded for describing the genre convention of SFX explosions in Hacksaw Ridge.
- ♦ **1 mark** was awarded for describing the genre convention of gunfire and screaming sounds in Hacksaw Ridge.
- ♦ **1 mark** was awarded for describing the genre convention of replica war uniforms in Hacksaw Ridge.
- ♦ **1 mark** is awarded for describing the genre convention of replica guns in Hacksaw Ridge.
- ♦ **1 mark** was awarded for describing the genre convention of the one man army in Hacksaw Ridge.
- ♦ **1 mark** was awarded for describing the genre convention of binary oppositions in Hacksaw Ridge.
- ♦ **1 mark** was awarded for describing the genre convention of band of brothers in Hacksaw Ridge.

Question 1(b)

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

- ♦ **1 mark** was awarded for explaining how the use of these conventions help add to the realism.
- ♦ **1 mark** was awarded for explaining how the use of genre conventions appeals to a specific audience.

Question 2

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

- ♦ **1 mark** was awarded for explaining how the scenes of T'Challa sparing the life of an enemy represents him as a peaceful leader.
- ♦ **1 mark** was awarded for explaining how the martial arts fighting style represents him as strong.

- ♦ **1 mark** was awarded for explaining how scenes of T'Challa walking in the streets represents him as a successful leader.
- ♦ **1 mark** was awarded for explaining how casting represents Okoye as a powerful woman.
- ♦ **1 mark** was awarded for explaining how the dialogue complaining about the wig represents Okoye as a proud African.
- ♦ **1 mark** was awarded for developing this explanation, by explaining how this shows her negative view of Western beauty standards.
- ♦ **1 mark** was awarded for explaining how Okoye's costume represents her as a formidable warrior.
- ♦ **1 mark** was awarded for explaining how Killmonger's scars represent him as a dangerous man.

Question 3

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

- ♦ **1 mark** was awarded for describing the equilibrium in Hot Fuzz.
- ♦ **1 mark** was awarded for developing this point with an explanation of the language codes used to establish this stage.
- ♦ **1 mark** was awarded for describing the disruption stage in Hot Fuzz.
- ♦ **1 mark** was awarded for developing this point with an explanation of the language codes used to establish this stage.
- ♦ **1 mark** was awarded for describing the recognition stage in Hot Fuzz.
- ♦ **1 mark** was awarded for developing this point with an explanation of the language codes used to establish this stage.
- ♦ **1 mark** was awarded for describing the attempt to repair in Hot Fuzz.
- ♦ **1 mark** was awarded for developing this point further, with an explanation of the language codes used to establish this stage.
- ♦ **1 mark** was awarded for describing the new equilibrium stage of the narrative.
- ♦ **1 mark** was awarded for developing this point with an explanation of the language codes used to establish this stage.

Question 4(a)

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

- ♦ **1 mark** was awarded for describing the institutional factor of Black Panther's huge budget.
- ♦ **1 mark** was awarded for describing the institutional factor of the BBFC rating.
- ♦ 1 additional mark could also have been awarded for describing the institutional factor of health and safety.

Question 4(b)

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

- ♦ **1 mark** was awarded for explaining how the budget helped hire talented and award-winning crew illustrated by the example of the costume designer.
- ♦ **1 mark** was awarded for explaining how the budget allowed for real exotic filming locations.
- ♦ **1 mark** was awarded for developing this point, explaining how the filming locations improved the content.
- ♦ **1 mark** was awarded for explaining how the budget allowed for the hiring of talented actors.
- ♦ **1 mark** was awarded for explaining how the use of language in the film was affected by BBFC rating.
- ♦ **1 mark** was awarded for explaining how the violence in the final action scene was affected by the BBFC rating.
- ♦ **1 mark** was awarded for explaining how the use of the purple herb as a drug is affected by BBFC rating.
- ♦ **1 mark** was awarded for explaining how the heist scene weapons are affected by health and safety regulations.

Question 5(a)

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

- ♦ **1 mark** was awarded for describing the way the advert influences attitudes towards the product.
- ♦ **1 mark** was awarded for developing this point, describing how the advert influences audiences to want to be like Johnny Depp.

Question 5(b)

The candidate was awarded **6 marks** as follows:

- ♦ **1 mark** was awarded for explaining how the Paris setting influences attitudes.
- ♦ **1 mark** was awarded for explaining how the diegetic sound of screaming and a rock concert influences attitudes.
- ♦ **1 mark** was awarded for explaining how the use of a black and white filter influences attitudes.
- ♦ **1 mark** was awarded for explaining how the use of a voiceover influences attitudes.
- ♦ **1 mark** was awarded for explaining how the casting of Johnny Depp might unintentionally influence attitudes.
- ♦ **1 mark** was awarded for explaining how the featuring of tattoos might unintentionally influence attitudes and lead to differential decoding.

Question 6

The candidate was awarded **6 marks** as follows:

- ♦ **1 mark** was awarded for explaining how the woman on the poster targets a specific audience.
- ♦ **1 mark** was awarded for explaining how the costumes establish the genre setting.
- ♦ **1 mark** was awarded for explaining how the graphics of plants, sparkles and red mystical smoke establish the genre.
- ♦ **1 mark** was awarded for developing this point, connecting the genre to a specific target demographic.
- ♦ **1 mark** was awarded for explaining how references to the book and its author would appeal to a target audience.
- ♦ **1 mark** was awarded for explaining how the representation of a black central character would appeal to a target audience.

Overall, the candidate was awarded **51 out of 60 marks** for this question paper.

Candidate 2

Question 1(a)

The candidate was awarded **4 marks** as follows:

- ♦ **1 mark** was awarded for describing the genre convention of bright colours establishing a comedy genre.
- ♦ **1 mark** was awarded for describing how offensive language used ironically establishes the comedy genre.
- ♦ **1 mark** was awarded for describing the dark and gloomy colours to establish the drama genre.
- ♦ **1 mark** was awarded for describing how the acting in the scene when Joe confronts his parents establishes the drama genre.

Question 1(b)

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

- ♦ **1 mark** was awarded for explaining how the mixture of genres appeals to audience and helps the film be educational.

Question 2

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

- ♦ **1 mark** was awarded for explaining how lighting contributes to the representation of the prisoners and the guards.
- ♦ **1 mark** was awarded for explaining how costume contributes to the representation of the prisoners and the guards.
- ♦ **1 mark** was awarded for explaining how performance contributes to the representation of the prisoners and the guards.
- ♦ **1 mark** was awarded for explaining how the use of diegetic sound contributes to the representation of the prisoners and guards.
- ♦ **1 mark** was awarded for explaining how the props contribute to the representations of the prisoners and the guards.

Question 3

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

- ♦ **1 mark** was awarded for describing the exposition stage of the narrative in Pride.
- ♦ **1 mark** was awarded for developing this point, describing how language codes help to establish the stage.
- ♦ **1 mark** was awarded for describing the inciting incident in Pride.

- ♦ **1 mark** was awarded for describing the first conflict in the narrative in *Pride*.
- ♦ **1 mark** was awarded for describing the second conflict in the narrative.
- ♦ **1 mark** was awarded for developing this point, describing how language codes are used to establish this narrative stage.
- ♦ **1 mark** was awarded for describing the final conflict in *Pride*.

Question 4(a)

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

- ♦ **1 mark** was awarded for describing the institutional factors associated with telling a true story.
- ♦ **1 mark** was awarded for describing the institutional factor of BBFC rating.

Question 4(b)

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

- ♦ **1 mark** was awarded for explaining how the BBFC rating affected sex scenes in the content.
- ♦ **1 mark** was awarded for explaining how the BBFC rating affected the language in the film.
- ♦ **1 mark** was awarded for explaining how the film handled telling a true story in a truthful way.

Question 5(a)

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

- ♦ **1 mark** was awarded for describing how the film might influence attitudes to disagree with discrimination against the LGBTQ+ community. This idea of disagreement with discrimination is implicit here, but more explicitly developed through the examples in 5(b).

Question 5(b)

The candidate was awarded **4 marks** as follows:

- ♦ **1 mark** was awarded for explaining how the scenes of Joe watching the march and the reaction of a passing woman might influence attitudes.
- ♦ **1 mark** was awarded for explaining how the scene showing a brick thrown through the bookshop window might influence attitudes.
- ♦ **1 mark** was awarded for explaining how the scenes with Joe and his family might influence attitudes.
- ♦ **1 mark** was awarded for explaining how the scenes of the assault of a character might influence attitudes.

Question 6

The candidate was awarded **6 marks** as follows:

- ♦ **1 mark** was awarded for explaining how the font establishes the genre.
- ♦ **1 mark** was awarded for explaining how the use of colour establishes the genre.
- ♦ **1 mark** was awarded for explaining how the tagline establishes the narrative.
- ♦ **1 mark** was awarded for explaining how the colour hints towards the narrative convention of good vs evil.
- ♦ **1 mark** was awarded for several basic points about the high school setting appealing to a young teen audience.
- ♦ **1 mark** was awarded for explaining the overall appeal of the poster to a specific audience demographic of teenage females.

Overall, the candidate was awarded **33 out of 60 marks** for this question paper.