

Candidate evidence

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| 1. | In "Baby Driver" meaning is created through representations. Baby is represented as good, while Doc is represented as evil. | |
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| | • Baby is represented as a good character through actions. One example would be, when a woman was about to walk in a post office, Baby shook his head, signaling to her not to go in. This shows that Baby only has good intentions. Here, a Baby's actions shows that he is a good person. | |
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| | • Also, Baby presents himself to be good through dialogue. We see this when he steals | |

a woman's car and says, "Sorry, Ma'am". This shows that Baby is well-mannered and respectful towards others. This creates meaning through representations that Baby is a good and kind person.

- We can see Baby is a good person through costume. Baby is always seen in very casual clothes. This has a meaning. That Baby is relatable and normal like most people in this world.

- Once again, we can see Baby is good through actions. When Baby and the gang hijack a

woman's car, Baby gives her, her child, even though they were in a rush to get out of the area. Proving, he is kind.

- Doc is shown to be evil through costume. Doc is always in a suit, this suggests that he sees crime as a business. The representations here, shows that the meaning behind Doc's character is evil.

- Doc proves himself to be evil through ~~dialogue~~ dialogue. When he asks Baby to come back for one more job, Baby refuses. So, he said, "I could break your legs and kill everyone

you love". This cold message shows the audience that Doc is nothing but cruel and evil, even to Baby who has done every job for him since they met.

- Doc can also be seen as evil through his actions. Doc sends his nephew into the post office to look for cameras and security. This shows that Doc doesn't care about his family and uses them for his own selfish needs.

2a) • One target audience of "Baby Driver" is action film fans.

- Another target audience of the film are fans of Ansel

Elgart (who plays Baby) and the producer, Edgar Wright.

b) • Action film fans ~~are~~ have been targeted as there are many action-thriller scenes.

One scene would be the car chase between ^{the gang} ~~Baby and~~ with Baby Driving ~~the~~ gang, and the police, who are both driving at high speeds. This is ~~entertaining~~ entertaining as ~~the~~ the sequence leaves the audience on the edge of their seat, waiting ^{in anticipation} to see if Baby manages to get away.

• Another action sequence that ~~at~~ attracts action ~~film~~

film fans is ~~the~~ when Buddy and Baby go head-to-head.

Buddy's goal is to defeat Baby. The extreme close-up shot of Buddy and Baby's eyes, one after another, anchored by sound. This gives the audience a feeling that they're about to duel, like in a Western film. Therefore, this attracts action fans of the violence and action to come.

- An action scene which should be acknowledged is the extreme close-up ^{shot} of the speedometer when Baby is driving the criminals away. This builds up tension and

keeps the audience engaged.

This allows the audience to feel the adrenalin and tension Baby felt in that scene. Thus, attracting action fans.

- Fans of Ansel Elgort would also be targeted. Elgort is a relatively known actor who has starred in many popular and award-winning films, such as, "The Fault in Our Stars" and "Divergent". Elgort's fans are mostly teenagers who have viewed his previous works and who are most likely to watch "Baby Driver". This draws in a wider audience.

• Fans of the writer and producer of the film, Edgar Wright, have been targeted. Wright has worked on films more based in the UK and is known for his humour. Fans of him know he would've added ~~this~~ this comedic element to the plot. Wright met the audience's expectations and needs by injecting humour into the plot. An example of this would be on one of the heists, the gang all wear Austin Powers masks due to a mix up. This allows the violence to be handled easier for many audiences.

3a) ~~3a) The~~ "Baby Driver" uses the narrative structure, Campbell's Monomyth. The narrative stage, "Ordinary World" is where Baby has flashbacks of his mother. The mother's singing is distorted and keeps fading in and out (Baby hears this in his head ^{as} ~~is~~ part of a memory). When he is given the ipod, the music is quieter and we can hear the words more clearly. The music gets distorted when his parents fight. The music becomes louder and more distorted right before his ~~is~~ parents die. The crash and sounds of breaking brings the audience

back to reality, and then we can hear the ringing of Baby's tinnitus in his ears.

• The narrative stage "Refusal of Return" consists of Doc asking Baby to come back for one more job, but Baby refuses. The background (diegetic) sound is quiet and dim in order to hear the conversation and highlight its significance. The more Doc threatens Baby, the quieter the background is. The life Baby thought he was going ^{towards} ~~towards~~ is slowly fading away.

• The narrative stage "Magic flight" is where Baby and

• Debora escape from Buddy and drive away. The music in the car is muffled as this is how Baby hears it after being ~~defence~~ deafened by Buddy.

The song is ~~NP~~ "Easy" sung by Baby's mother - this comforts him. The song is slow and relaxed to show the relief they both feel. The drums kick in when they see the police.

• The narrative stage "Freedom to live" ^{is} ~~is~~ where Baby ~~M~~ is arrested and is finally free from Doc. We know he's free from the white colour of his costume. ~~The~~ The colour white suggests

freedom and peace. The instrumental of "easy" ~~carries~~ continues as Baby is being sentenced and is shown in prison, (sound bridge). As Baby is given the letter from Debora, the music becomes dream-like and romantic-the sequence becomes black and white when Debora ~~is~~ is waiting with the car. Then, the sequence becomes coloured and the lovers reunite. The song "Baby Driver" by Simon and Garfunkel plays - very 50s.

b) • The narrative achieves the purpose to attract a number of

audiences. "Baby Driver" does this by conforming to many genres: action, crime, thriller and romance. By conforming to many genres, more people will be interested in the film as there is an element in the film where ~~every~~ everyone can enjoy.

4a) • One internal factor is the film's budget of \$34 million, which affected the casting, effects and advertising.

• Another internal factor is the producer, Edgar Wright. Edgar is both the writer and producer, so he had full control

of ^{the} creative content and how the film looked generally.

- b) • The film's budget of \$34 million is quite modest for a Hollywood film and would have been a constraint in that the film is an action thriller and needs action effects and stunts. "Baby Driver" uses these sparingly and uses the characters to push the action forward instead.

Edgar uses bankable actors like Kevin Spacey, Jamie Foxx and John Hamm. However, the leads are relatively known, played by Ansel Elgort and Lily James.

This means that less money would go towards the leads

and more money could go towards advertising the film. Therefore, attracting numerous audiences thereby achieving the ultimate purpose: to make a profit.

• Edgar Wright, the producer and director, wasn't that familiar in the US and had more experience in the UK media. Edgar was able to attract many audiences by including what he's known for into the storyline, humour. There were many situations where humour was included to make the violence more tolerable. One

example was when Baby gave the old woman her handbag ^{back} ~~back~~ and she responded by swearing at him. This is funny as we would not expect this from an elderly.

- Edgar Wright made a decision, post-production, to stop advertising the film for a while due to allegations made about one of his actors, Kevin Spacey. This undoubtedly affected the film's ability to make a profit and to attract an audience, especially those who felt outraged by Spacey's behaviour.

- 5) • In "Bowling for Columbine", Michael Moore promotes the idea that guns should be shedded in a negative light.
- Moore also promoted the idea that the public in the US, should stop ~~buy~~ buying handguns, and handgun ammunition.
- Moore plays rock music over a montage of people buying handguns. The pace of the music is steady and the volume overpowers all other sound. The music suddenly stops and Moore cuts to a wheelchair victim of gun violence. This makes the subject matter

Much more serious to the audience and it allows the audience to concentrate on the victim.

- Moore also details the US' involvement in morally and politically corrupt events. The editing is done as a montage and is shown at a steady pace so we can see the graphic details, but not too much gore. This shocks the audience and makes them side with Moore.

- In the same sequence, the non-diegetic soundtrack is Louis Armstrong's "What a Wonderful World". This creates

irony ^{as} ~~the~~ the lyrics are about rainbows and beauty. But at the same time, we are shown images of ~~horror~~ horror and gore. This is influential as this makes the audience ~~really~~ realise the awful things the US have done.

- Captions further anchor Moore's message that the US is corrupt. They are written ~~over~~ over every ~~caption~~ ^{image} with a date and a detail of what the US has actually done: "September 11th 1973 - US stages coup in Chile ~~...~~ 5000 Chileans murdered". The use of the word "murdered" makes the

audience feel as if this was criminal on America's part.

The font also is like a typewriter, making the words seem more factual.

Film Poster

- A)
- The background of the London bridge attracts an audience of British people, or people who enjoy travelling, specifically to the UK.
 - the costume of the characters tells the audience that the film is set some time ^{ago} ~~ago~~, as they are quite out-dated.
 - The characters such as Winnie the Pooh are effective

as people who have seen the other films will most likely watch "Christopher Robin", making them a target audience.

- The ~~font~~ title is in white, serif font, juxtaposed against a blue background. This makes the title stand out, and eye-catching to the public.
- The phrase "Old friends, new adventures" is short and catchy, and people will easily remember this, therefore influencing them to see the film.
- The billing block at the ~~xx~~ bottom of the poster informs the public of who is starred in this film. This will help

to attract fans of these ^{Stars} ~~stars~~,
therefore attracting a larger
target audience.

- The date at the bottom of the poster informs the audience ~~for~~ when the film is being released, so they can view the film, helping to gain an audience.

- The director's name, "Ewan McGregor" is juxtaposed at the top of the poster. Fans of the director will be ~~appealed~~ appealed to this and view the film.

- The "Disney" logo at the top will attract Disney film fans and will influence them ^{to} ~~have~~ see the film.

- The actors in the centre attract their fans.