

Candidate commentary

The candidate was awarded a total mark of 41

Question 1

1 mark is awarded for explaining how Baby's performance creates meaning.

1 mark is awarded for explaining how dialogue creates meaning.

1 mark is awarded for explaining how Baby's costume creates meaning.

0 mark is awarded for the description of scene where Baby helps a woman as no language codes are referenced.

1 mark is awarded for explaining how Doc's costume creates meaning.

1 mark is awarded for explaining how dialogue creates meaning.

0 mark is awarded for the description of a scene where Doc sends his nephew into a bank as no language codes are referenced.

Total mark 5

Question 2a

1 mark is awarded for describing the target audience of action film fans.

1 mark is awarded for describing the target audience of fans of the main actor and director.

Total mark 2

Question 2b

1 mark is awarded for explaining how the car chase scene would appeal to action film fans.

1 mark is awarded for explaining how the scene showing the confrontation between Buddy and Baby would appeal to action film fans.

1 mark is awarded for explaining how the close up shot of the speedometer in Baby's car would appeal to action film fans.

1 mark is awarded for explaining how the main role for Ansel Egort would appeal to his fans.

1 mark is awarded for explaining how Edgar Wright fans were targeted through the use of humour.

1 mark is awarded for explaining a specific scene which demonstrates this use of humour.

Total mark 6

Question 3a

1 mark is awarded for describing the Ordinary World stage of the narrative in Baby Driver.

1 mark is awarded for describing the refusal of the return stage of the narrative in Baby Driver.

1 mark is awarded for the development of this point, explaining how sound is used to establish this moment.

1 mark is awarded for describing the magic flight stage of the narrative.

1 mark is awarded for the development of this point, explaining how music is used to establish this moment.

1 mark is awarded for describing the freedom to live stage of the narrative.

1 mark is awarded for the development of this point, by referencing the change in costume.

Total mark 7

Question 3b

1 mark is awarded for explaining how the narrative uses conventions from many different genres to achieve the purpose of appealing to a wide audience.

Total mark 1

Question 4a

1 mark is awarded for describing the institutional factor of the specific budget of the film.

1 mark is awarded for describing the institutional factor of the specific producer and his role.

Total mark 2

Question 4b

1 mark is awarded for explaining how the budget limitations force the film to rely more on character than action or stunts.

1 mark is awarded for explaining how the budget limitations restrict casting.

1 mark is awarded for explaining how the creative control of Edgar Wright makes the humour of the film unexpected and different.

1 mark is awarded for explaining how the post-production decision to stop advertising the film impacted on its audience reach.

Total mark 4

Question 5

1 mark is awarded for explaining how the idea of gun sales being stopped and shown in a negative light is being promoted in Bowling for Columbine.

1 mark is awarded for explaining how the contrast between the scenes of guns being purchased and the victim of gun crime promotes this idea.

1 mark is awarded for explaining how the montage of images showing acts of violence promotes the idea.

1 mark is awarded for explaining the ironic use of music over violent images to promote the idea.

1 mark is awarded for explaining the use of captions to promote the idea that the US is corrupt.

1 mark is awarded for explaining the connotations of the word 'murdered' in promoting the idea.

1 mark is awarded for explaining the use of the typewriter style font to promote the idea.

Total mark 7

Question 6

1 mark is awarded for explaining how the background targets a British audience.

1 mark is awarded for explaining how the costume achieves the purpose of establishing time-period.

1 mark is awarded for explaining how the presence of Winnie the Pooh appeals to a pre-existing audience.

1 mark is awarded for explaining how the tagline achieves the purpose of being memorable and getting people to see the film.

1 mark is awarded for explaining the billing block and how it achieves the purpose of providing further detail of those involved in the film.

1 mark is awarded for explaining the positioning of the date to attract an audience.

1 mark is awarded for explaining how the use of the actor's name and Disney logo attract an audience.

Total mark 7