



GCE AS/A level

1182/01-A

FILM STUDIES

FM2

British and American Film

A.M. THURSDAY, 21 January 2010

2½ hours

Resource Material for use with Section A

PART A

Study the items in **Part A**, the resource material for use with **Section A, Question 1**.

Item 1: a website article about *Hannah Montana* and its target audience

What's Wrong with Targeting an Audience?

Posted by Kevin Carr on April 9, 2009



I was at a screening of *Hannah Montana: The Movie* earlier this week, and the audience was populated with young girls and their parents. And these kids loved the movie.

Why should a film like *Hannah Montana: The Movie* try to reach a greater audience? The movie had a modest budget and was specifically targeting the tween girls.

The Walt Disney Company is unapologetic about making movies and television shows for a very specific audience and they have been wildly profitable doing this.

www.filmschoolrejects.com

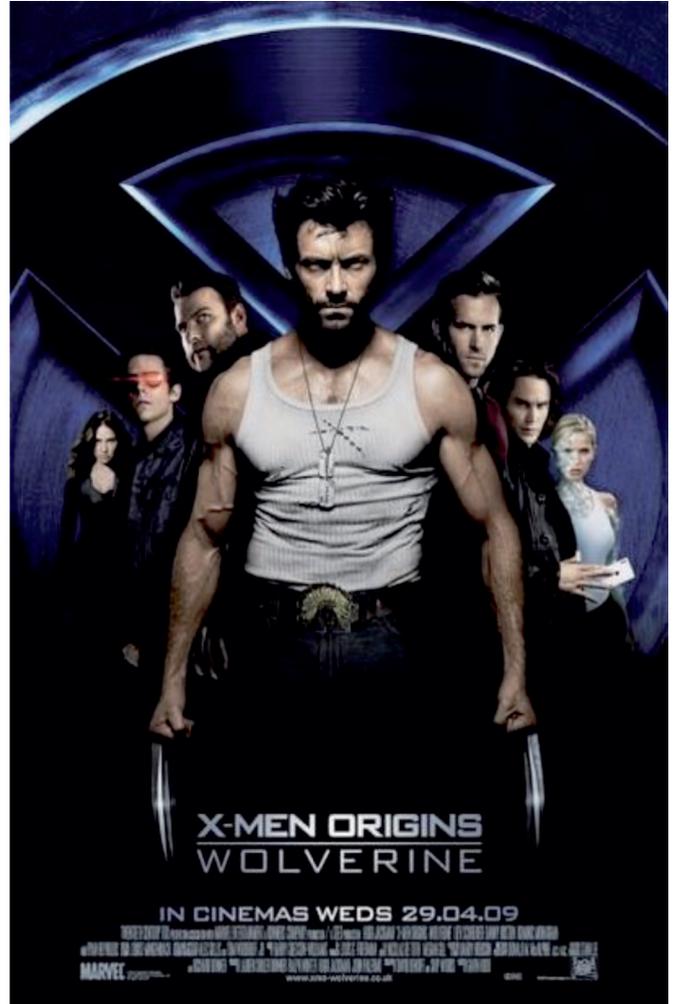
Item 2: a table showing cinema-going by age

Age	Been to the cinema (last 4 weeks)
14-17	51%
18-24	46%
25-34	31%
35-49	27%
50+	22%

Whilst the likelihood of going to the movies is higher amongst the younger age groups, the highest growth segment in recent years has been the older ages.

www.valmorgan.com

Item 3: The cover of an *X-Men* comic, a film poster and information from a news item



Following the success of 20th Century Fox's *X-Men* franchise, it was announced in August 2009 that the Disney Corporation has acquired Marvel Comics. Disney see this as important in reaching new audiences.

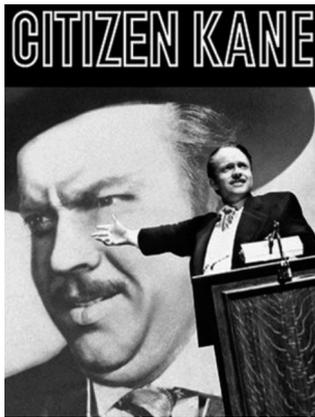
information from a news item

PART B

Study the items in **Part B**, the resource material for use with **Section A, Question 2**.

Item 1: an extract from the *Amazon* website

AMAZON CLASSIC ESSENTIALS

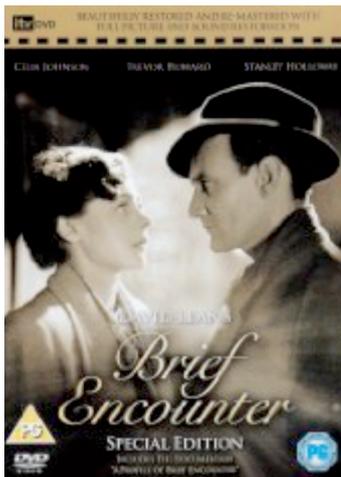


Amazon.com essential video

Arguably the greatest of American films, Orson Welles's 1941 masterpiece, made when he was only 26, still unfurls like a dream and carries the viewer along the mysterious currents of time and memory...

Citizen Kane (Two-Disc Special Edition) (1941) Orson Welles

Our price: £8.69



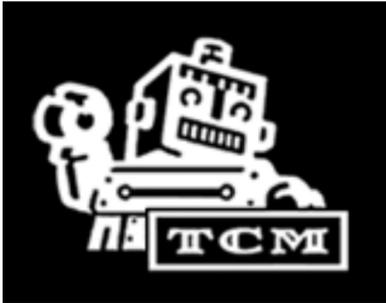
Amazon.com essential video

A landmark film, *Brief Encounter* is simply one of the true masterpieces of British film history.

**Brief Encounter
(Special Edition)**

Our price: £6.68

Item 2: Information on *Turner Classic Movies*



Turner Classic Movies (TCM) is available on cable and satellite. The vast majority of TCM's movies are classics from the 1930s to 1960s. The network also airs documentaries about classic movie personalities and particularly notable films.

The TCM website includes, for example, information on the following 'classic' films:

1	<i>Metropolis</i> (1927)	6	<i>Brief Encounter</i> (1945)
2	<i>Snow White and the Seven Dwarfs</i> (1937)	7	<i>Bridge on the River Kwai</i> (1957)
3	<i>Gone with the Wind</i> (1939)	8	<i>The Searchers</i> (1956)
4	<i>Stagecoach</i> (1939)	9	<i>Lawrence of Arabia</i> (1962)
5	<i>Citizen Kane</i> (1941)	10	<i>Psycho</i> (1960)

- wikipedia.org & tcm.com

Item 3: An advertisement for the screening of a silent film



Chaplin's *City Lights*

Tues 29 June 2009, Liverpool Philharmonic Hall

As if by magic, find yourself transported back in time to the golden age of silent cinema as conductor Carl Davis brings a rare opportunity to experience classic silent film, with a live orchestral accompaniment. Join us as we follow the romantic adventures of a little tramp who falls in love with a blind girl selling flowers in this Charles Chaplin classic *City Lights* (1931).

– www.liverpooltheatreguide.com