



GCE AS/A level

1182/01-A

FILM STUDIES

FM2

British and American Film

A.M. WEDNESDAY, 19 January 2011

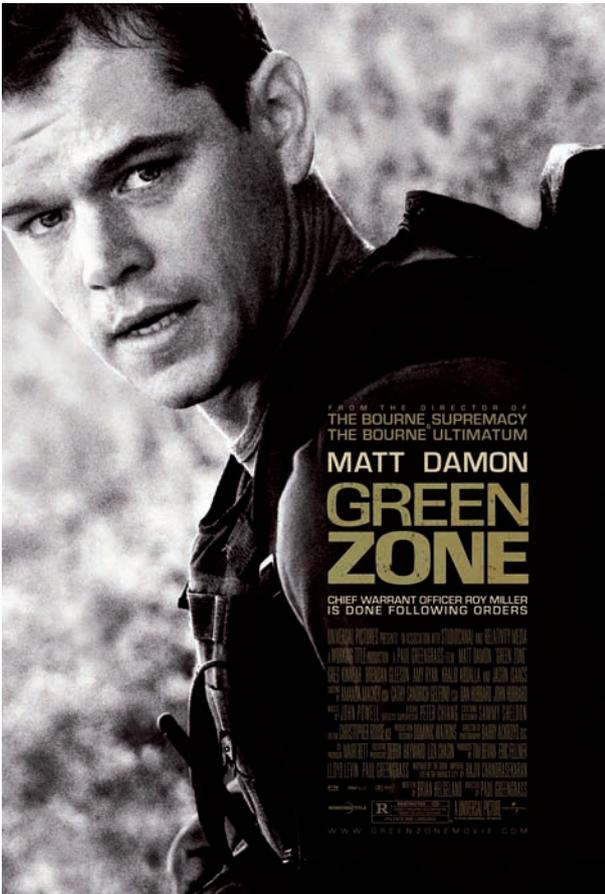
2½ hours

RESOURCE MATERIAL FOR USE WITH SECTION A

Resource Material: Part A

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

Item 1: Poster and extract from an article on *Green Zone*.



Was *Green Zone* mis-sold?

Green Zone is a war film set in Iraq. The Universal Pictures marketing department set out to convince us that *Green Zone* was essentially another Bourne film – a sort of “Bourne 4”. With Matt Damon as star and Paul Greengrass (*The Bourne Supremacy* and *The Bourne Ultimatum*) as director, there seemed to be plenty of encouragement for this approach.

The problem was that Universal lost as much as they gained by misleading the audience at the crucial opening weekend. Audiences did not understand what they had been sold and gave very negative word-of-mouth. The film bombed.

- adapted from a posting by Barry Steele,
21 March 2010

Item 2: Poster and extract from an article on *The Hurt Locker*.



The Hurt Locker, a film about members of a bomb-disposal team in Iraq, won the 2010 Oscar as best Film. It also won best Director (Kathryn Bigelow).

However, prior to the award, its worldwide gross was only around £11 million, which is frankly pathetic.

The Hurt Locker opened in Summer 2009 at just 103 UK screens. Compare *Avatar*, which opened at well over 500.

- adapted from an article by Mark Monahan in *The Daily Telegraph*, 23 February 2010

Item 3: Interview – Why Do Iraq Films fail at the Box Office?

Why Do Iraq War Films Fail at the Box Office?

The following is part of an interview between a journalist and a Hollywood radio Talk Show Host, Betty Jo Tucker.

Journalist: Betty Jo, why do movies about the Iraq War or the Global War on Terror do so badly at the box office?

Betty Jo: *Firstly*, most people go to the movies for escapist entertainment, and the Iraq War & Global War on Terror are too serious. *Secondly*, because information and visuals about the Iraq War and the War on Terror run almost 24/7 on television news, the Internet and radio, we are less likely to pay money for a film about them. *Thirdly*, many of these movies lack dramatic presentation.

Guess that explains why my husband and I chose to see a silly comedy this weekend!

www.themoderatevoice.com

Resource Material: Part B

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

Item 1: Box Office Figures for UK-made films in 2009

British films: why don't we go to see them?

2009/10 has seen a series of UK films that the critics have loved – yet they have bombed at the box-office

There is a massive disconnect between the British film industry and the audiences it is meant to serve. Consider the box office takings in the UK of the five BAFTA* nominees for Outstanding British Film of 2009, including the winner, *Fish Tank*:

Film	UK Box Office
<i>In the Loop</i>	£2.2m
<i>An Education</i>	£2.2m
<i>Nowhere Boy</i>	£1.3m
<i>Moon</i>	£1.3m
<i>Fish Tank</i>	£0.6m

This may look alright until you consider that a fairly ordinary Hollywood rom-com, *Valentine's Day*, grossed £3.7m in a single weekend.

*British Academy of Film Television Arts

- adapted article by David Gritten, *The Daily Telegraph*, 19 February 2010

Item 2: Information on US Investment in UK Film production

Investment from US dominates UK Film production

US spending on films produced in the UK is approximately 70% of all money spent on UK film production. This inward investment from the US finances the production of big international hit films such as the **James Bond** and **Harry Potter** series.

In 2009, US studios spent **£753 million** making films that qualify as “British” because of their cultural content. This is the largest investment from overseas for UK-based film production ever recorded.

Big Hollywood productions that shot in the UK in 2009 included:

- Robin Hood* (Universal)
- Gulliver's Travels* (Twentieth Century Fox)
- Clash of the Titans* (Warner Bros)
- Harry Potter and the Deathly Hallows Part 1* (Warner Bros)

Item 3: News article on a UK Studio**Warner Bros set to give Harry Potter studios a £100m facelift**

The Hertfordshire studios used for the Harry Potter films are set to get a £100 million Hollywood-style revamp. Warner Bros has announced plans to buy and transform Leavesden Studios, just north of Watford. The move, a significant investment in British cinema, would make Warner Bros the only major Hollywood production company to have a base in Europe.

Leavesden Studios has been used to film all six of the *Harry Potter* movies so far, as well as other box-office hits such as *The Dark Knight*, *GoldenEye*, *Star Wars Episode I: The Phantom Menace* and Guy Ritchie's *Sherlock Holmes*.

It would be the first time a big Hollywood movie company has made a permanent production base in Europe since MGM bought Elstree Studios, in Borehamwood, Hertfordshire, in the 1940s, before leaving in the 1970s.

- adapted from an article by Alistair Forster, *The Evening Standard*, 15 February 2010