



**GCE AS/A Level**

1182/01-A

**FILM STUDIES – FM2**  
**British and American Film**

A.M. MONDAY, 13 January 2014

2 hours 30 minutes

**Resource Material for use with Section A**

1182  
01A/01

**Acknowledgement:**

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## Resource Material: Part A

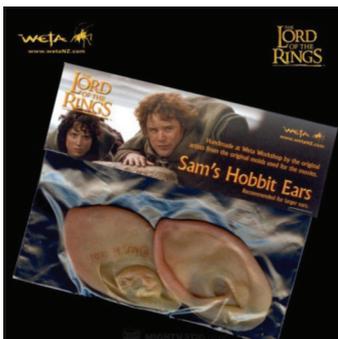
Study the items in **Part A** of the resource material for use with **Section A, Question 1**.

### Item 1: A News item on *Hobbit* merchandise

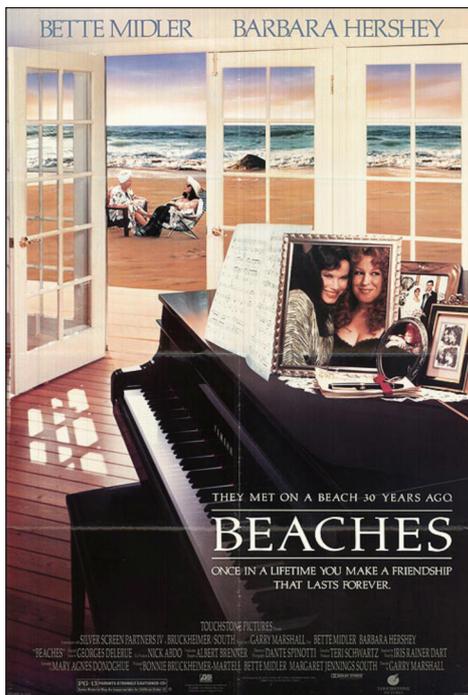
# Hobbit merchandise hits stores ahead of film release

Hobbit-themed products seemed to be everywhere ahead of the release of *The Hobbit: An Unexpected Journey*. Merchandising is a lucrative part of the film industry with new films as well as older films generating profit through the release of toys, clothing, apps and lots more. The aim is also to keep the brand visible beyond the life of the film and create what is known as a 'legacy brand'. Hobbit products ranged from £25 for a pair of Hobbit ears to £5500 for a handmade replica sword.

The world premiere for *The Hobbit: An Unexpected Journey* was in November 2012.



## Item 2: Extracts from Cult Movie forums.com



*Classicmoviegirl* writes:

Movies like *Reservoir Dogs* (1992) and *Beaches* (1988) are great movies because their original content was more important to the filmmakers than merchandising opportunities. The problem with modern films is that they are just planned so that toys can be made from the characters. All these Hollywood franchises like *Batman* are just made to make money from children. Grown-ups don't like film merchandising, do they?

– *cultmovieForums.com*

## Resource Material: Part B

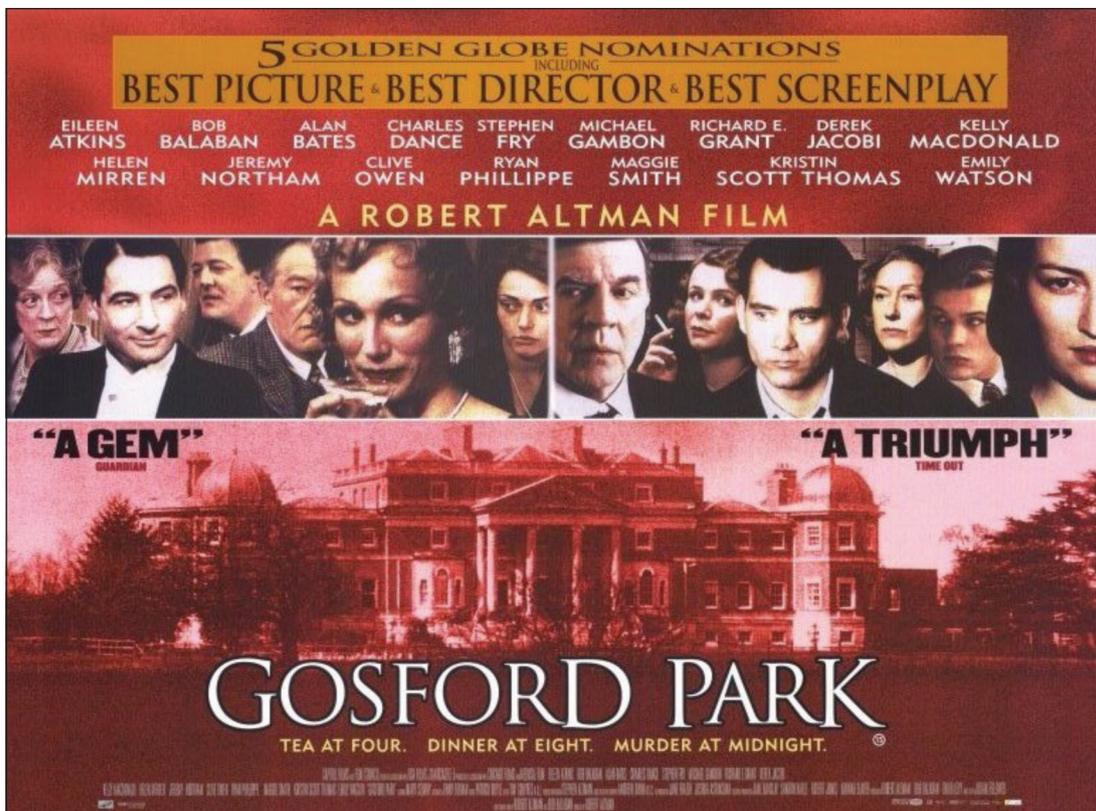
Study the items in **Part B** of the resource material for use with **Section A, Question 2**.

### Item 1: BBC News item on British film

# British films need to be audience-friendly

Oscar-winning UK writer and director Julian Fellowes, creator of *Gosford Park* and the TV series *Downton Abbey*, said it was necessary to invest in mainstream films to achieve financial success.

‘It was thought in the past that public money should only go into films that can’t get any investment anywhere else. That means, though, that it goes into films that only a few people want to see and there’s no logic in that. You want to make a film audience-friendly so that it can make money.’



– BBC News, 11 January 2012

## Item 2: Ken Loach speaking on alternative films

# Loach appeals for alternative films



Legendary UK director Ken Loach, creator of many critically acclaimed films, said it was important to have a wide range of films for audiences to choose from. “When we invest in British film what we need to do is fund a lot of different, varied projects that challenge audiences and then you’ll get a really vibrant, interesting British Film industry.”

Loach said he would encourage more independent cinemas. “The market does not provide choice if you don’t force it to.” Ken Loach’s films include *Kes* and *Raining Stones*.



– [impaward.com](http://impaward.com) (*Kes*)  
 – [movieposter.com](http://movieposter.com) (*Raining Stones*)

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