



GCE AS/A level

1182/01-A

FILM STUDIES

FM2

British and American Film

A.M. MONDAY, 14 May 2012

2½ hours

RESOURCE MATERIAL FOR USE WITH SECTION A

1182
01A/01

Resource Material: Part A

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

Item 1: Extract from Cinema Exhibitors' Association news release, January 2011

2010 another strong year for UK cinema

**Cinema Admissions
2000-2010**

Year	Admissions (millions)
2000	142m
2005	164m
2010	169m

Source: Nielsen EDI

Cinema admission figures just released for 2010 show that it was another strong year for UK cinema-going. This continues the upward trend in cinema admissions over the last decade.

Cinema UK's report stated that 2009 was going to be tough to follow, in particular given the incredible success of *Avatar*. To see nearly 170 million cinema admissions is a huge achievement.

During 2010, 3D continued to be a major reason for increased admissions. Films such as *Inception*, *Alice in Wonderland*, *Toy Story 3* and the first (2D) instalment of *Harry Potter and the Deathly Hallows* engaged and entranced audiences.

– adapted from Cinema Exhibitors' Association news release,
January 2011

Acknowledgements: WJEC has attempted to trace all copyright holders and to obtain their permission for the use of resource material items. We would be grateful to be notified of any omissions.

Item 2: Fans' and a manager's view of their local 'indie' cinema

WHY WE LOVE OUR 'INDIE' CINEMA



'When you go to a cinema, you are sitting in the dark, there is a hush as the curtains open and then the music begins. It's almost a religious experience.' So said young cinema-goer, Darren, about his local cinema in Penrith, a small town in England.

His friend Mary added, 'I love having a cinema in my local area that I can go to each week.'

The cinema manager, Angela, emphasised that:

'We are an independent cinema. We don't just go for the films that sell the most Pepsi and popcorn but we have shown good profits. Despite Blu-Ray and home cinema there is still something to be said for going to your local cinema.'

– adapted from a news item (*News and Star*, 12 Jan 2011)

Item 3: An internet TV executive's blog

In his blog, Mark Cuban, an internet TV executive for High Definition television network HDNet, says that Hollywood's distribution system requires the following radical changes:

- Do away with advance cinema release
- Enable consumers to buy a movie 'how they want it, when they want it and where they want it.'
- Make movies available simultaneously on cable television, DVD and in movie theaters.

– <http://blogmaverick.com/>

Resource Material: Part B

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

Item 1: Poster for *Cowboys & Aliens*, released in 2011**Item 2: Extract from a blog discussing film genre**

- Modern films often mix genres but traditional genre films still have dedicated fans that support them in magazines and websites.
- Film genres are very useful in marketing. Films that are difficult to categorise into a genre are often less successful.
- Hollywood story consultant John Truby says: ‘Successful scripts which know how to use and go beyond genre conventions can give the audience the sense of originality and surprise.’

– akea3315.blogspot.com

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Item 3: Forum discussion on movie genres

Comedy and Action Adventure – top genres with the highest market share

Top Genres in US cinemas (1995 to 2011)			
Genre	Films	Average Earnings per film	Market Share
Comedy	2,050	\$27m	36%
Action Adventure	1,003	\$66m	30%
Drama	2,941	\$11m	18%
Thriller	514	\$28m	8%

Forum Discussion

Wishwriter 9:27 am

This chart proves it - Comedies rule! Everybody loves a comedy, that's why they sell.

SonofScorsese 10:09 am

A straight action movie with no comedy or romance would be boring.

Plainjane 10:30 am

Genres make choosing films easier though. How else would I get out of the video store in under an hour?

Tarantinofangirl 10:41 am

Sometimes I choose a film because of its genre but mostly because of who has made it.

Indiekid 11:01 am

I don't want to watch predictable films. I want movies that surprise me!

– adapted from www.madmind.de