



**GCE AS/A Level**

1182/01-A

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

A.M. TUESDAY, 13 May 2014

2 hours 30 minutes

**Resource Material for use with Section A**

**Acknowledgement:**

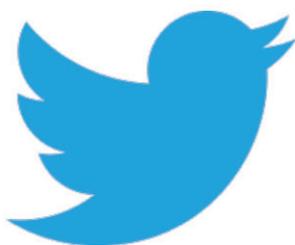
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**Resource Material: Part A**

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

**Item 1: How Audiences Use Social Media (screendaily.com)**

## New research shows surprising findings about how audiences use social media.



New findings from market research company *Film360* has shown that film audiences are using different social networks in very different ways and film producers are having to quickly understand how to exploit these uses. Some key findings included:

- YouTube was the favourite for viewing trailers and was an important link to official film websites.
- Twitter was seen as the best way to exchange gossip and get exclusive information. It was used to follow stars and filmmakers by fans.
- Facebook was used for sharing information and engaging with films in more social ways.
- Those who use social media go to the cinema five times more per year than the average filmgoer.

Kathryn Winter from *Film 360* commented: 'Social media contributes to the whole life cycle of films, from pre-release to DVD reissues, but are more used by blockbuster fans. Indie fans seem to be more influenced by online reviews and information but as a rule do not want to watch films online.'

*www.screendaily.com, 31 January 2012*

## Item 2: Social media and marketing (mashable.com)

# Social Media is changing the promotion of films

It used to be that you had to go to the cinema to see trailers for upcoming films but now film producers are taking to Facebook and Twitter to debut their latest trailers. From self-funded independent projects to big-name Hollywood blockbusters, the movie industry has embraced social media.



## Going Viral

One of the most interesting marketing trends has been the rise of viral, fake campaigns.

For *Toy Story 3*, Disney and Pixar created fake toy adverts for Lots-o'-Huggin' Bear, one of the new characters in the film, to make it look like the toy had really existed in the past.

## The Age of the Facebook App

Facebook is a great way to connect with consumers. For movie studios, Facebook also offers a way to engage audiences. Disney created a facebook app for *TRON: Legacy* called the TRONiVerse. The app is still active; it pulls in posts, videos and photos from various social networks, displaying them in an interactive grid.



– mashable.com

### Resource Material: Part B

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

#### Item 1: Visual Effects at the Oscars

## Life of Pi wins Best Visual Effects at the 2013 Oscars



Ang Lee's **Life of Pi**, which has grossed over \$580 million worldwide, won in the categories of Best Cinematography and Best Visual Effects.

'The film convinces the audience to accept something as real that is not real,' said visual effects supervisor Bill Westenhofer. 'That's the magic of visual effects.'

Other nominees included **Prometheus** and **Snow White and the Huntsman**.



In recent years CGI, Green-screen technology and other aspects of visual effects have developed quickly and become important aspects of many high budget movies. In his acceptance speech director Ang Lee said, 'VFX artists are more than just technicians.'

– [www.aceshowbiz.com/news](http://www.aceshowbiz.com/news)

## Item 2: The Blair Witch Project – a classic cult horror



In 1999 **The Blair Witch Project** terrified audiences with low budget but inventive filmmaking. Daniel Myrick and Eduardo Sanchez produced the most profitable film of all time by creating a psychological horror film that convinced the audience that what they were witnessing was real. They did that, not by the use of expensive visual effects but by using documentary-style filmmaking and a creative twist on the Horror genre.

They achieved their results on a budget of just \$20,000 and brought “found footage” to the masses. The film remains a cult classic today.

– [www.joe.ie](http://www.joe.ie)

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