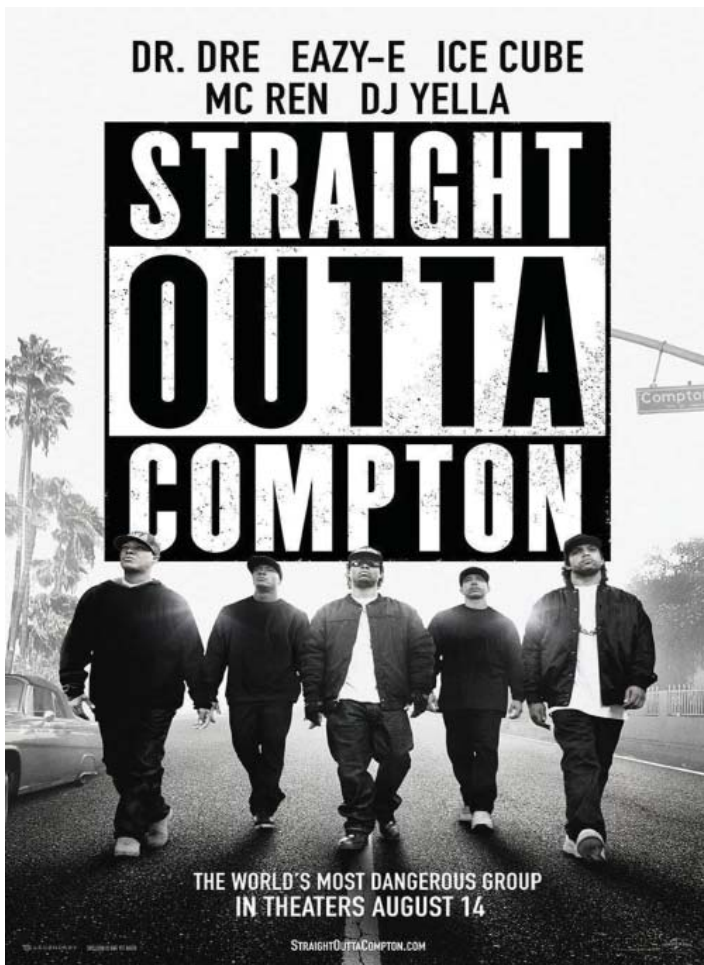


Eduqas Media Studies

Component 1 Section B Film Industry



Straight Outta Compton and I, Daniel Blake

Film Industry Introduction

What is the Film Industry?

What is production?

What is Distribution?

What is a Blockbuster Film? List some examples

What is an Independent Film? List some examples

Hollywood Vs British Film Industry

Research into films made in Hollywood and Films made in the UK. Find some examples and not any key differences between the two industries.

Hollywood Films

British Films

Factsheets Task

For both films you will need to create a detailed Factsheet that you can keep in the front of your folders to refer back to. This will also enable you to learn key details about the film from the industry perspective. You must have notes for ALL of the topics listed below.

Cinema Release Date

Main Actors

Brief Overview of the plot of the film

Brief explanation of the Director and any other famous titles they have worked on

Brief overview of the production company and other titles they have worked on

Gross Takings across the world (how much money the film made)

DVD Release Date

DVD Sales

Online Availability

Popularity of the trailer on Youtube

Any other relevant information you can find out about

Straight Outta Compton

Historical Context

Cultural Context

Economic and Political Contexts

I, Daniel Blake

Historical Context

Cultural Context

Economic and Political Contexts

Straight Outta Compton Marketing Task

Task 1:

Collect as many different examples of Print Based Marketing for Straight Outta Compton you can find examples of online. This can include Billboards, Movie Posters, Magazine Adverts, Newspaper Advertising or anything else Print Based

Task 2:

Analyse the Campaign as whole looking at the examples you have found. Create a short write up on what content they have included and why? Comment on the style of the advertising, what key information has been included and how they have attempted to attract the Target Audience to the film

I, Daniel Blake Marketing Task

Task 1:

Collect as many different examples of Print Based Marketing for I, Daniel Blake you can find examples of online. This can include Billboards, Movie Posters, Magazine Adverts, Newspaper Advertising or anything else Print Based

Task 2:

Analyse the Campaign as whole looking at the examples you have found. Create a short write up on what content they have included and why? Comment on the style of the advertising, what key information has been included and how they have attempted to attract the Target Audience to the film

What is Digital Convergence?

Explain what Digital Convergence is a few sentences

Find some examples of Digital Platforms that could be used to market both films and list them below.

Why might film-makers use these methods to distribute and circulate their work?

How are both texts Digitally Convergent?

Complete some research into how both films were circulated and distributed and fill in the boxes below

I, Daniel Blake

Straight Outta Compton

Straight Outta Compton

Let's take a look in more detail at some of the key distribution methods for Straight Outta Compton

The First Trailer

The Second Trailer

Viral Marketing

I, Daniel Blake

Let's take a look in more detail at some of the key distribution methods for Straight Outta Compton

Trailer Release

Socail Media

Film Festivals

Straight Outta Compton

Social Grading

Psychographic VALS

Evidence of audience being targeted in the trailer

I, Daniel Blake

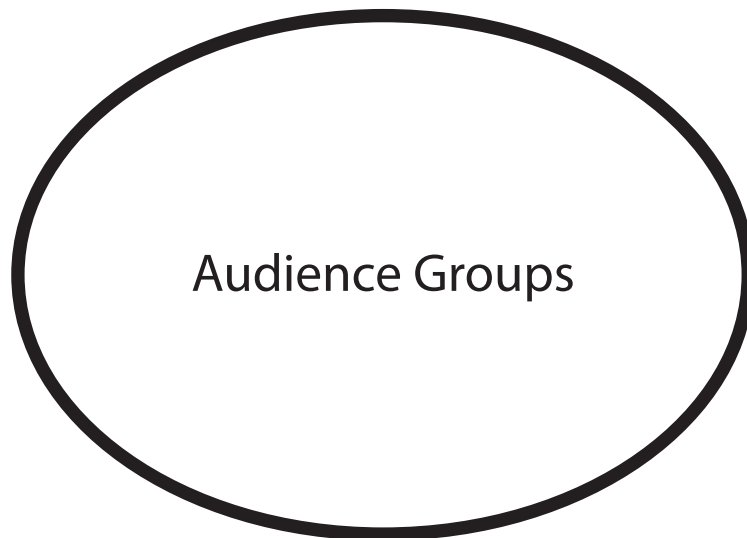
Social Grading

Psychographic VALS

Evidence of audience being targeted in the trailer

Straight Outta Compton Audiences

Watch the trailer for Straight Outta Compton and think about the Promotional materials we have discussed and try to think about different audience groups and how they might be attracted



Audience Groups

Straight Outta Compton Audiences

Pick 3 key audience groups and explain why they would want to watch the film

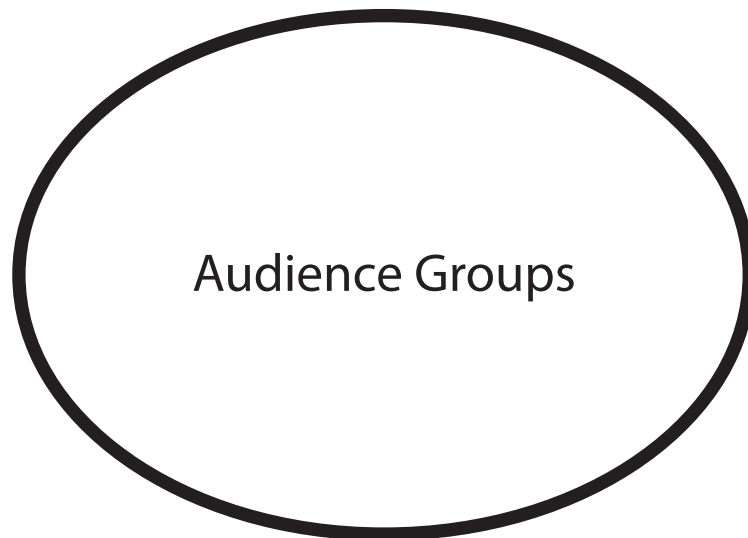
Group 1

Group 2

Group 3

I, Daniel Blake Audiences

Watch the trailer for I, Daniel Blake and think about the Promotional materials we have discussed and try to think about different audience groups and how they might be attracted



I, Daniel Blake Audiences

Pick 3 key audience groups and explain why they would want to watch the film

Group 1

Group 2

Group 3

Regulation in the Film Industry

The film industry is heavily regulated for a number of reasons. This is done to ensure content is suitable for audiences and that it meets an acceptable standard at all times. We are going to start by looking at some basics of regulation in the Film Industry before we apply it to *Daniel Blake* and *Straight Outta Compton*.

BFFC in the UK - Find out about the BFFC and their role in the UK film industry

MPAA in the USA - Find out about the MPAA and their role in the USA film industry

Age Ratings

A key area of regulation when it comes to films is the Age rating a film is given. Let's look at why this so important and what the different categories actually mean.

Why are age ratings important?

What content might affect an Age rating being awarded?

UK Age Ratings/Meanings

USA Age Ratings/Meanings

Straight Outta Compton Regulation

Let's start by looking at the Straight Outta Compton Regulation issues in the UK. Use the BBFC to find out the age rating given to the following versions of the film:

Cinema Release

Directors Cut

Straight Outta Compton Regulation

We now need to think about how Straight Outta Compton will achieved its rating. Makes some notes on the key themes of the film and why they contribute to its rating.

Straight Outta Compton Industry Impact

Now let's think about the impact this could have on the releases. There may only be one age rating difference between the Cinema and DVD release but this has quite big implications

Difference in terms of audience

Different Ratings around the world - Have a look at how the film was rated in other countries and make some notes below

I, Daniel Blake Regulation

Let's start by looking at the I, Daniel Blake Regulation issues in the UK. Use the BBFC to find out the age rating given to the following versions of the film:

Cinema Release

Directors Cut

I, Daniel Blake Regulation

We now need to think about how I, Daniel Blake will achieved its rating. Makes some notes on the key themes of the film and why they contribute to its rating.

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Difference in terms of audience

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Event Representation

Think about both texts and the American Election itself as an event and answer the questions below.

Why is the American election an event?

How does the event represent America?

Why is the event front page news in the UK?

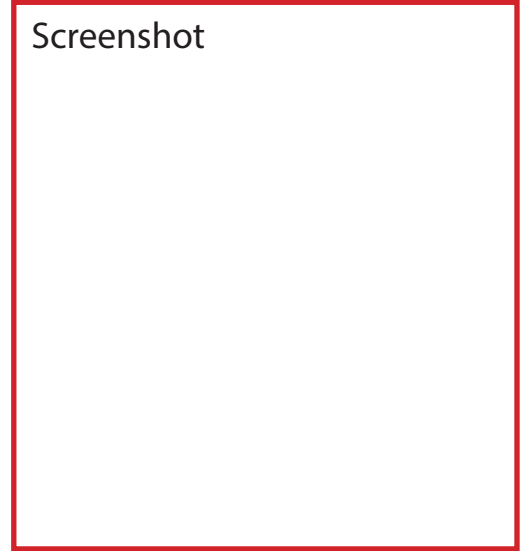
Why is the American election an event?

Representation of National Identity

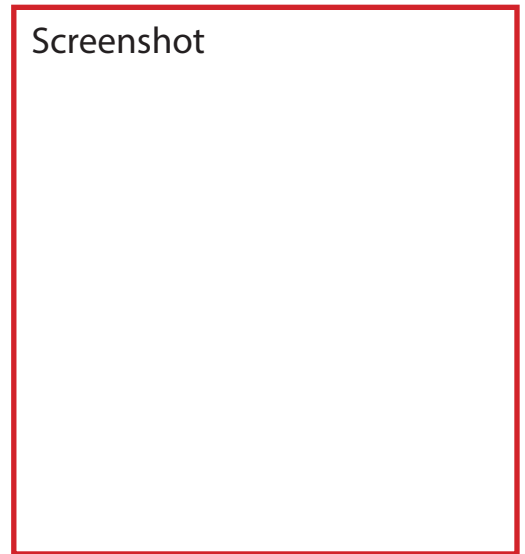
Look for 3 key clues of how America has been represented as a Nation across the texts. Cut out and stick an image of each to show this.



Screenshot



Screenshot



Screenshot

