



# Close Study Products

The exams

2x 1 hour 30 mins exams

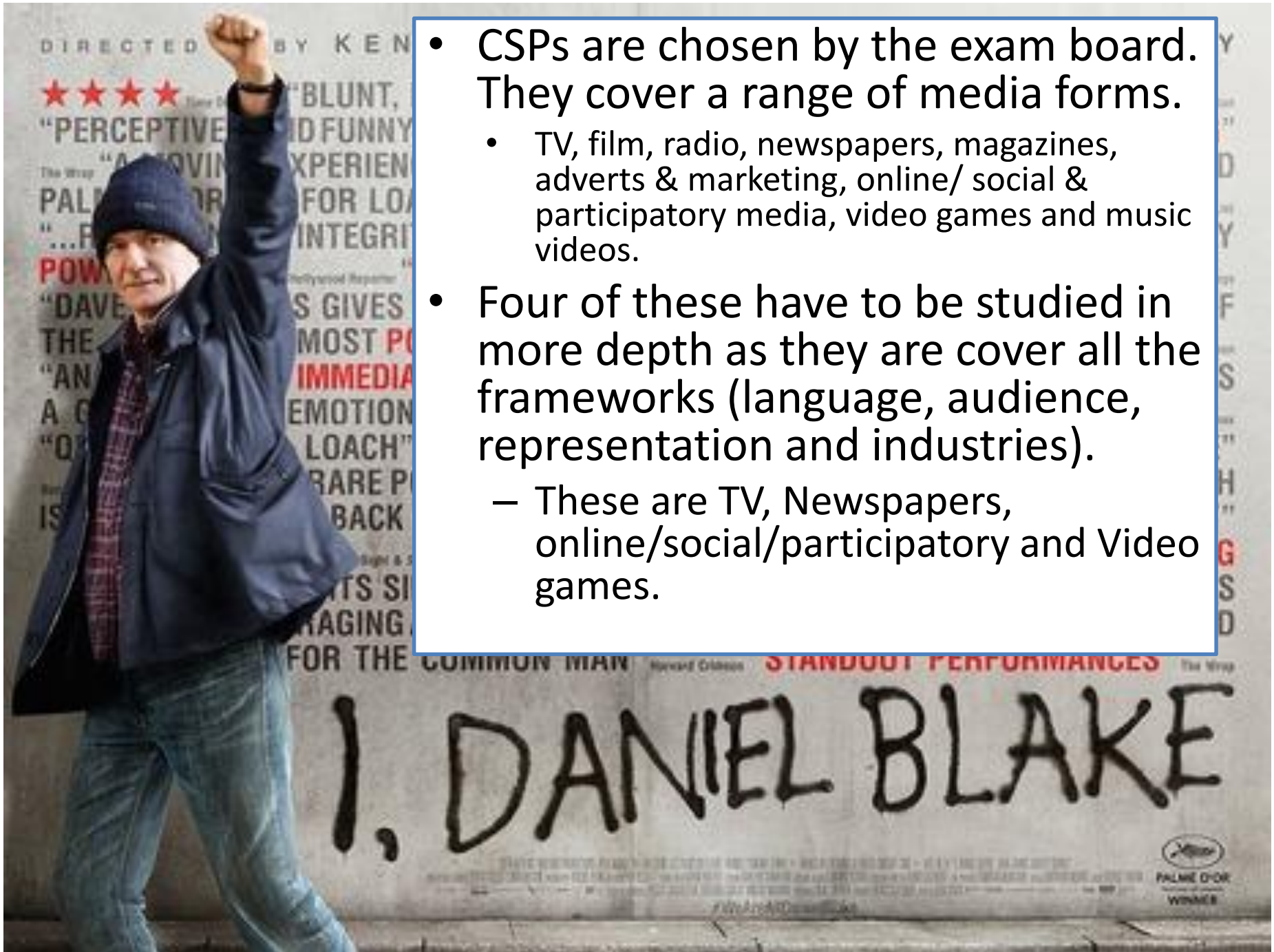
70% of final GCSE

# Close Study Products

- CSPs are a range of media products that you need to study for your final year 11 exam. Everything we do is prep for that exam.
- Therefore keep good quality notes as they need to last 18 months.
- Most of the exam content is covered in the CSPs. If you know them well – you'll do well in the exam.

Some of the exam content is based on unseen media texts – but the knowledge you pick up studying the CSPs will help you with them.





- CSPs are chosen by the exam board. They cover a range of media forms.
  - TV, film, radio, newspapers, magazines, adverts & marketing, online/ social & participatory media, video games and music videos.
- Four of these have to be studied in more depth as they are cover all the frameworks (language, audience, representation and industries).
  - These are TV, Newspapers, online/social/participatory and Video games.

# The 2 Exams

## Media One – 90mins

- Section A – two from
  - Magazines
  - Advertising/marketing
  - Newspapers
  - Video games
  - Online, social and participatory
- Section B - any two from
  - Radio
  - Music video
  - Newspapers
  - Video games
  - Online, social and participatory

## Media Two – 90mins

- Questions based on clip screening from one of the TV CSPs.
- Questions from one of...
  - Newspapers
  - Video games
  - Online, social and participatory



## Film industry Close Study Product

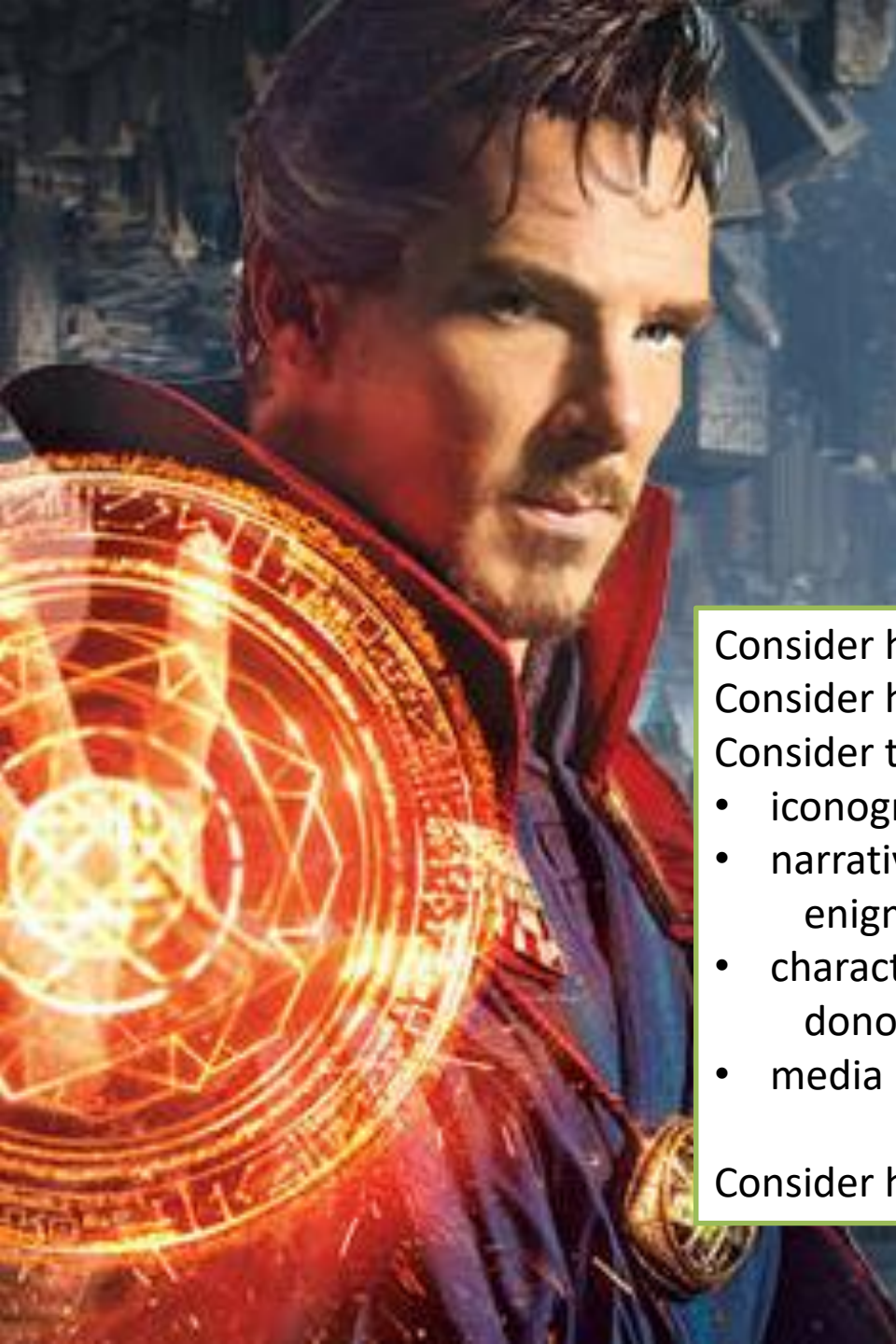
### Dr Strange

- Budget
- Box office
- Where was it released and how (international release? premieres?)
- Stars - what are they known for?
- Name the different studios involved in the film.
- Who directed the film? What else have they made? How successful has their previous films been?
- What is the MCU and how does this film fit into it? How successful has their previous films been?
- How was the film a critical success? (rotten tomatoes reviews/ festival showings/ awards etc...)



### I Daniel Blake

- Budget
- Box office
- Where was it released and how?
- Stars - what are they known for?
- Name the different studios involved in the film.
- Who directed the film? What else have they made? How successful has their previous films been?
- How was the film a critical success? (rotten tomatoes reviews/ festival showings/ awards etc...)



## How does the trailer and poster for Dr Strange help sell the film?

Use 4-6 screengrabs/images to help you explain your ideas

Consider how it shows it is similar to other Marvel films  
Consider how it looks unique within the MCU  
Consider typical genre elements such as

- iconography,
- narrative (storyline, disruption, action sequences, enigma code)
- character - propp's stock characters (hero, villain, donor, princess, helper etc...)
- media language codes (diegetic sound, low-key lighting, editing, mise-en-scene etc...)

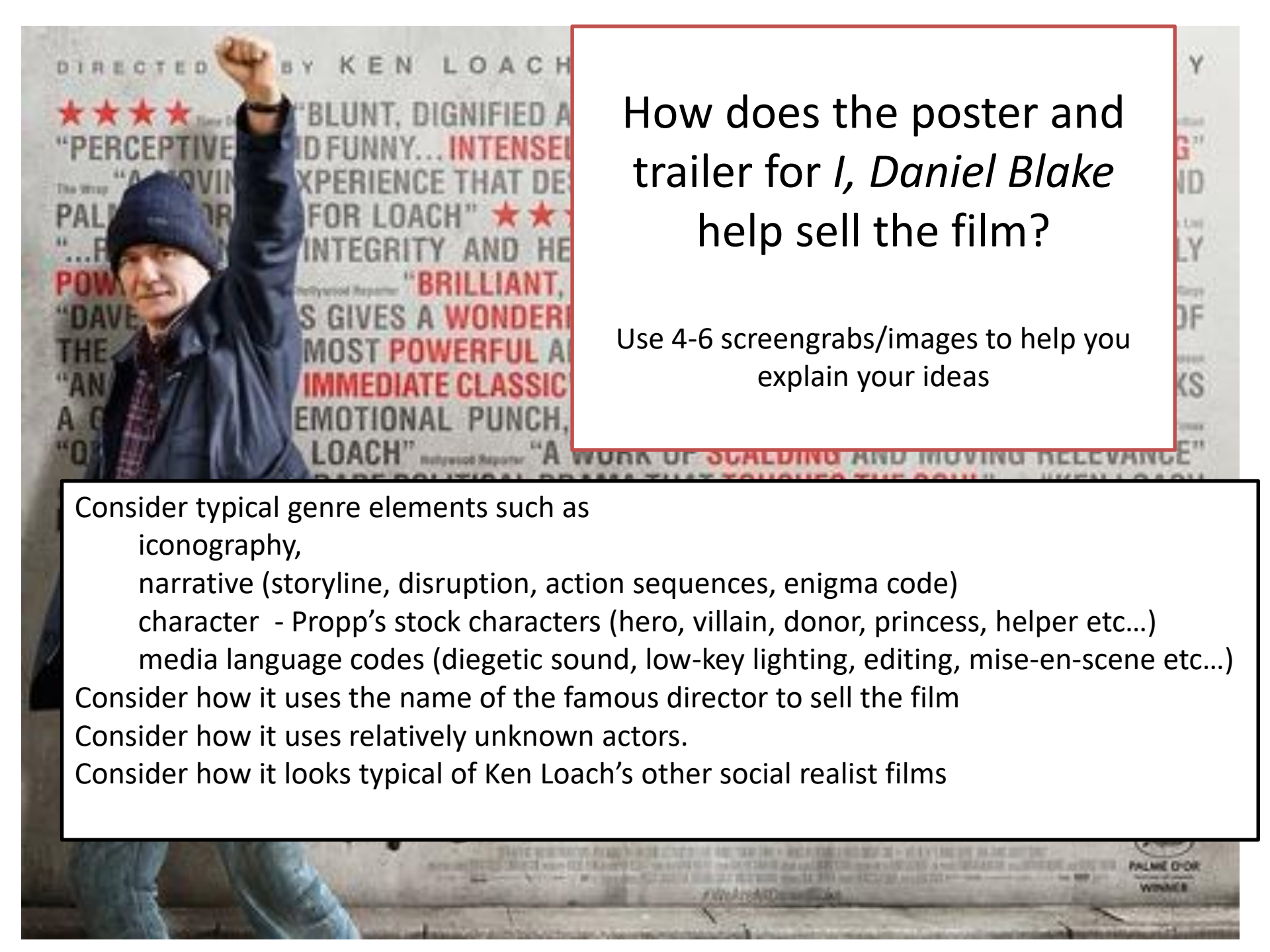
Consider how it uses Special FX



# What do we expect from a Ken Loach film?

Hear what  
renowned film  
critic Mark  
Kermode says...

<https://www.youtube.com/watch?v=XtrRUfbMINI>



## How does the poster and trailer for *I, Daniel Blake* help sell the film?

Use 4-6 screengrabs/images to help you explain your ideas

Consider typical genre elements such as  
iconography,  
narrative (storyline, disruption, action sequences, enigma code)  
character - Propp's stock characters (hero, villain, donor, princess, helper etc...)  
media language codes (diegetic sound, low-key lighting, editing, mise-en-scene etc...)

Consider how it uses the name of the famous director to sell the film

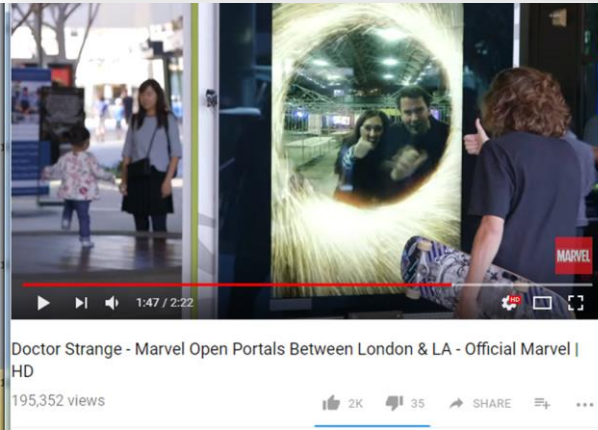
Consider how it uses relatively unknown actors.

Consider how it looks typical of Ken Loach's other social realist films



Create a presentation which details the methods used to market *Dr Strange*.

In case you've forgotten Dr Strange...[https://www.youtube.com/watch?v=Ffc6y\\_yzOU8](https://www.youtube.com/watch?v=Ffc6y_yzOU8)



DOCTOR STRANGE Promo Clip - Experience It In IMAX 3D (2016) Benedict Cumberbatch Marvel Movie HD

- Introduces the world premiere trailer on Jimmy Kimmel April 10<sup>th</sup> 2016
- BC appears on Jimmy Kimmel 20<sup>th</sup> October 2016 (same day as US release date)
- EMPIRE movie mag had an exclusive preview early Oct 2016
- UK Release date 24<sup>th</sup> October 2016
- BC appears on Graham Norton 26<sup>th</sup> October
- BC appears on Jimmy Fallon 4<sup>th</sup> Nov 2016 – performs funny sketches and chats.



British exec Alex Hamilton discusses his Midas touch when it comes to releasing underperforming Hollywood titles in the U.K.



- **You created a rather unique grassroots marketing campaign for *I, Daniel Blake*. How did this start?**

When I first saw it, before Cannes, I wasn't quite anticipating what would happen over the next 90 minutes. I was in bits by the end. All I could do was stumble up to Ken and say, "You're a lovely man," and then bugger off because I was still in tears. But I remember coming out and just saying, "This is what gets you up in the morning. We can do something here."

- **And what did you do?**

So we had the premiere up in Newcastle [where *I, Daniel Blake* is set]. We turned down London. They wanted to do a big thing around it. We just said, "Look, London isn't appropriate for the premiere of this film." We did lots of community screenings and employed regional marketing officers and did stuff that basically got the film seen a hell of a lot before it went out. We worked with the Trinity Mirror [newspaper group], and they really pushed it. We actually have a clippings agency that shows you the perceived editorial campaign value, and it was something like £15 million (\$18.7 million). It was just insane.

# Create a presentation which details the methods used to market *I, Daniel Blake*



- 13th May: Film released at the Canner Film Festival and won the Palme d'Or award
- 21st October: UK release date
- Won the 2017 BAFTA for Outstanding film.



Which had the most successful campaign and why?

# Keep these notes safe

- stick them into your books and we'll use them later when we prepare for your mock.