

1. Within the film there ~~is~~ are many conventions of action adventure. One of these would be the hero vs villain which is present, although the hero is a female - Lara - she still possesses many of the characteristics of a conventional hero. She is strong as we can see from her flexible movements throughout the shot, very potyng and climbing especially. She is clever as she is able to release the treasure using a blow torch and she is also able to overcome all the villains even though they have more numbers. She is also good looking and fight costume is used to show this. The ~~villains~~ ^{antagonists/villains} are again conventional with there being multiple numbers - to emphasise that they are a lot dumber than the ~~hero~~ ^{protagonist}. They are not English or American which is also a convention and they use more resources - scuba diving mask and various types of guns. Another convention would be that there is a "time-clocking" element, they need to complete a task before the time runs out. In this scene, the building is collapsing and they need to escape before it does so, Lara Cuff says "give me 2 minutes" and then escapes from the temple within those 2 minutes whilst being chased by the villains - this is also another convention. The setting of the clip - inside a green temple - is ~~at~~ exotic which is again a further convention of the genre.

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2. Soundtrack is used to create effects that fit the genre in many ways. Non-diegetic ~~is~~ sound is present throughout the clip, ~~reaching across~~ as orchestral music is played in the background constantly. When the treasure is found the music lightens up, but when the building begins

to collapse a crescendo is reached, this creates even more tension for the audience. Also when the villain become present the music changed into drumming which showed that something bad was about to occur and built suspense for the audience. Diegetic sound is also heard with emphasis on the water crashing, making us aware of the setting and the other danger of the building collapsing onto them. Also the grenades and explosion are emphasised to create tension for the ~~viewer~~ audience and to show that they have happened.

Editing fits within the action adventure genre by doing various things. To begin with the editing is slow paced, building up suspense for the audience but as the action begins to occur the editing becomes fast paced creating tension and allowing the audience to keep up with the action. The editing also cut from each of the villains getting out of the water, this shows them ^{and there} ~~that~~ how many villains are present so they can take it into account. The editing also cut from ^{an close up of a} wide shot to a long shot of the villains trying to escape this emphasises that they were unable to escape and also show their weaknesses. Within the scene no fade or wipe out editing was used.

Camerawork is also used ^{to fit} ~~in~~ the genre well. At the beginning of the scene there is a wide shot of the Greek temple, this is to highlight and show the audience where the scene is set so they can understand quickly. When Lara Croft finds the treasure there are panning and tracking shots present, not only horizontal but vertical ^{too} ~~also~~. This helps to show the magnitude of the treasure and how large it is. When Lara Croft is climbing to the top of the treasure there is an aerial shot, not only does this show that the film is of high production

value but shows that ~~the~~ Lara Croft is also quite powerful. When Lara Croft is injured there is a close-up of ~~it~~ her leg with a dart in it, this is shown so that the audience understand and knew what has happened to her. There is also a close-up of her face when she finds the treasure, this is to show the expression that she has so the audience can empathise th and see what she is thinking.

Mise-en-scene is used to fit the genre in the scene also. The setting has minimal lighting which shows the dark and mysterious aspect to the film and character and is also set in a very old stone building, this immediately makes you think that it is historical therefore old. Each character present is wearing a wet suit although Lara Croft is the only one wearing a grey one, this may be to highlight her importance and that she is different and stands out - the others present are all wearing black. Also the villains have got ^{scuba} masks which the hero and her sidekick do not have. This highlights that the villains are much weaker than the hero as they need to be helped to survive. The underwater shot emphasises her body shape making her seem extremely fit and also shows that she is again quite strong. There are shadows at various times all over the character - especially the villain, highlighting that they have mysterious aspects to them.

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3. The way women are represented in the extract is not stereotypical at all. Lara Croft is seen as strong and independent, she is also cleverer than men. She is able to climb up to the top of the treasure by doing various flexible movements and ~~is~~ ^{does} not need any help. This

emphasises her independent side and shows how strong she is. She is also a rational thinker which is very ~~unlike~~ unlike the stereotype of women and is able to escape from the collapsing building even though none of the other characters - these bery men - do not. She is shown as clever as she is able to defeat a multiple number of men ~~and also~~ making the male gender look weak. She is also able to find and get the treasure which highlights her intelligence. Although Lara Croft is seen as good looking which is a characteristic of the stereotypical women.

~~Another~~ Stereotype that is present within the scene are foreigners, there are two representations. The typically Eastern European guy who is quite vain and flirty with all women. This is shown through the green helpers - "Hey, Lara, what do you say to two handsome Greek partners?" This is stereotype is seen present here. The other one being the Chinese bad guy who is dangerous and good at fighting. We see this stereotype in the villain, who not only comes across as typically angry but also gets what he wants in the end - the treasure. He has various explosives which he then uses.

Another stereotype within the scene is the typical "neeky scientist" before Lara Croft begins to take the treasure - she puts on her glasses - making her seem like the normal neeky scientist and then uses a blow torch - again quite a scientific instrument which backs up the stereotype of having ~~quite~~ a "neek" for a scientist.

4a. Gavin and Stacey was scheduled at first on BBC3 on a Sunday evening ~~at 9pm~~ ^{at} 9pm. The first episode was aired and received a 1.9% audience share which is was above the average audience share for the channel - 1.6%. The first episode was scheduled after a old blockbuster movie - "The Last Air" ~~which then so~~ so Gavin and Stacey would inherit the audience. ~~Following~~ ^{Following} the show was episode 2 of the series, this is stacking the ~~preference~~ ^{channel} did this so that the audience would get more into the programme and want to watch it next time. The BBC3 has a niche audience of ~~mainly~~ ^{mainly} young people - Gavin and Stacey was attractive to the young people as it contained young people as the main character, therefore becoming more appealing. The show moved to BBC1 ^{for series 3} due to popularity. On BBC1 the ~~show~~ ^{show} aired at Thursday 9pm - 9pm being after the watershed so that adult humor and comedy could be used. The show aired before had was DIY SOS, this meant that Gavin and Stacey also inherited a older generation of watchers. After the programme AI was put on, this meant that Gavin and Stacey ~~was~~ was sandwiched between two popular shows and was also gaining an audience by pre-echo. The audience share was 26% which was above the average once again of 22%. The BBC were able to air the show as it fitted within their ethos and identity. The BBC aim to have cultural diversity which is shown by the two different English natias getting along - Welsh and Essex (English) this also promotes Community Cohesion. The programmes are also supposed to be educational and ^{creative} also for a wide audience which the show manages to fit within. The idea that the show aired on BBC3

was so that it was able to try out new writers and also a new programme.

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4b. The Simpsons offers various audience pleasures within the comedy for many different generations. ~~Slapstick~~ is used for the children who are watching and therefore find it funny. In EP13520 Marge's eyes are burning and they pop out of her face, this would appeal to the younger generation. Also Catchphrases are used "D'oh" by Homer is a well known catchphrase. The use of ~~archetypes~~ ^{archetypes for example} ~~as Lisa~~ ^{as Lisa} who is extremely clever and plays the saxophone are appealing to the audience as they want to find out more about the character and find them interesting. The idea that the Simpsons is a cartoon means they can be a lot more gonzo and this appeals to the younger generation. In EP13520 Homer is leaving Maggie at a convent and whilst doing so says "I'm going to leave you here, so God can look after you but in case he's busy ~~like~~ creating a tornado or not existing, I'll watch over you too" this is both an example of satire and irony, both humors which appeal to the older generation as they find the more political humor funny. Also in this episode a ~~intertextuality~~ ^{intertextuality} occurs with "Ratatouille" the rats take over the kitchen and Homer and ~~create~~ ^{create} a meal which is then gross. This is funny as the audience recognise the text and are then able to laugh.

Kevin and Stacey uses various audience pleasures also although more so for the older generation. Sexual innuendo is ~~typical~~ ^{commonly} used in the

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programme on example of this being 302EP04 where Smithy and Nesa are eating kfe and then they discuss hang & the last can on the cob with Smithy saying "you can have it if you want it" and Nesa licking the can on the cob all over. This is a prime example of sexual innuendo and appeals to the older generation. Also included in the programme is ~~odd couples~~ ^{stereotypes} - Nesa Stacey being the typical blonde bimbo, this enables the audience to ~~emph~~ relate to and find extremely funny. Also exaggeration is used over small & activities which ~~occur~~ - occur - EP4S2 they all keep repeating about how Nick age is not 53 like it was said on the news. ^{creating comedy out of something which is simply normal.} They also used ~~reality~~ ^{reality} and modern family types - Nesa, baby, Smithy and Nesa's big friend so the audience can relate a lot easier and feel more connected to the character.

The Simpsons is also a post-modern comedy which recognises how it is not part of the modernising period but more so out of it - therefore taking the rich out of itself within the it am TV programme. The programme also includes odd couples - Marge and Homer, appealing to the audience as they seem divergent and create comedy through being together.

Detailed knowledge & examples

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