

InCinema2016 – Teachers notes

The activities contained within the InCinema 2016 resource are starting points which we believe will engage students in the following specification areas:

**WJEC GCSE Film Studies**

Aims

Develop a critical and investigative approach to films, the film industry and film audiences

Engage with aesthetic, technical, economic, ethical and moral issues as they arise in their study of film, film audiences and the film industry.

Organisations

Candidates will investigate the way film organisations produce, distribute and exhibit films. They will also consider the ways in which the film industry aims to expand its market by creating and responding to audience demands. This will begin with a consideration of personal consumption and broaden into a

wider appreciation of how the film industry markets its products.

Candidates will investigate the issues raised by films produced for a diverse range of audiences. They will be encouraged to begin with an investigation into their own personal use of film.

Audiences

Candidates will investigate the issues raised by films produced for a diverse range of audiences. They will be encouraged to begin with an investigation into their own personal use of film.

• personal response - the student as consumer

•film demand and consumption –stars and genres

• cinema - going experiences

• different kinds of consumption –TV, DVD, video, home cinema, internet, digital technologies

• commercial and cultural importance of cinema

• everyday uses and pleasures

• audience appeal and interpretation

• target audiences and fans

**WJEC AS LEVEL FILM STUDIES**

The Film Industry

The study of the Film Industry requires a focus on basic aspects of the working of:

• the American film industry - specifically contemporary Hollywood, including its impact on UK audiences;

•the British film industry -specifically the contemporary industry,

including issues of independence, distinctiveness and profitability.

Aspects of finance, organisation, production, distribution (including

marketing) and exhibition will be studied, particularly through case

studies.

The Film Audience

The Film Audience requires a focus on:

• film demand and supply, specifically in the UK today

• the consumption of film, including cinema-going and the importance of home cinema and the internet, together with the significance of digital technologies in delivering different kinds of film experience.

**OCR AS Film Studies**

Developments in 21st Century cinema and film (2000 – present)

For this topic area candidates should study the following:

• the roll out of the UK’s digital cinema network and the impact for audiences and institutions

• the take up of broadband, internet piracy and the opportunities and threats posed to institutions and audiences from legal and illegal means of distribution and exhibition

• the revival of 3D - the impact of films such as Avatar(2009) in driving the ‘new’ 3D and consideration of the possible longevity of 3D or other future developments.

Economic context

Audience pressure evidenced by box office receipts, cinema admission figures, viewing figures, government levies and subsidies. For example, in the topic ‘The rise of the blockbuster, format wars and multiplexes (1972-84)’, it would be appropriate to study the economic impact made by Star Wars(1977) both in relation to the film’s financial success and its impact on production

decisions, its subsequent sequels and the development of the

Star Trek films, and its impact on subsequent film’s merchandising operations.

**AQA GCSE MEDIA STUDIES**

Candidates will explore a range of organisations that

make up different sectors of the media industries.

Candidates will gain a broad understanding of:

• how media industries operate and within what constraints

• what products they make and the audiences for those products

• the types of roles and employment opportunities available within the media

• ownership, control and finance within the media industries

• developments in media technology and their effects on production and consumption.

**WJEC GCSE MEDIA STUDIES**

Marketing and Promotion

For marketing and promotion, candidates study through their investigation and production work:

• the ways in which media organisations (such as film organisations, television channels, radio stations, newspapers, magazines, websites, social networks and individuals self-

promoting) market, promote and brand themselves in a

commercially competitive environment.

Consideration can be given to such issues as:

•competition

•use of stars/celebrities in marketing

•cross - media campaigns

• schedules and ratings

• audience/user research and targeting

•distribution strategies.

**WJEC GCE MEDIA STUDIES**

MEDIA – TEXT, INDUSTRY AND AUDIENCE

Introduction

This unit contributes to synoptic assessment. It is designed to develop candidates' understanding of the connections between different elements of the specification and to develop their knowledge and understanding of the relationship between media texts, their audiences and the industries which produce and distribute them.

Industry

• production

• distribution (and exhibition where relevant)

• marketing and promotion

Audience

•audience/user targeting

• audience/user positioning

•audience responses and user interaction

• debates about the relationship between audiences/users and text.