

How are editing and sound used in the sequence to structure the narrative? (12 marks)

From the very start of the sequence, assuming the audience is well informed regarding the format and purpose of 'from planet', it is evident that the production team are filming penguins and their natural behaviours. The non-diegetic narration of Sir David Attenborough eludes to the shows narrative well, very quickly informing the audience of how everything is done and how the crew interact with their surroundings. // The use of soothing, calm non-diegetic music accentuates the harmony ~~and~~ and serenity of nature in the scenes shown. This differs from other nature scenes where, for example, a lion may be hunting, chasing and killing a gazelle, whereby the music would be of a more frantic tempo. The contrast between these behaviours is not only shown in the ~~music~~ music but also the environment. // The editing of the video also acts as a highlight to the relaxed atmosphere surrounding the narrative. Little to no

Sudden jump-cuts are used, thereby allowing the audience to take in the serene behaviours of the penguins. The final shot used in the sequence of a ~~slow motion~~ slow-motion "belly flop" accentuated the sense of achievement the crew feel as they have finally captured the desired shot.

Sound knowledge/understanding

1 Media Institutions

What is the BBC hoping to achieve by including behind the scenes footage? (12 marks)

The BBC will go to the extra mile for your entertainment, and are there to satisfy Tick
 the needs and wants of customers and that
 is the perfect reading for them the BBC
 want audience to be attracted by
 the footage they can provide and be
 captured. The behind the scenes footage
 uphold the name of the BBC that
 they are a professional company will respond
 for things as audience like smiling Tick
 relaxation and fresh people live with
 what they want to watch and the
 BBC want audience to believe they are
 efficient and you can trust the BBC to
 do you know that content and
 answer an audience Tick

Furthermore the BBC want audience to
 know they are a family company if they
 show they have good relationships
 employees and they have the relationship
 to go to extra mile to get amazing
 footage which is better than any other

Media Audiences

Does the programme inform, educate and entertain its audience?

(12 marks)

The public service values of the BBC is to enrich people's lives with programmes and services that ~~enjoy~~ inform, educate and entertain. The programme has a good mix of content that provides all of these gratifications.

The programme informs people of the conditions and the problems ^{TICK} they encounter. Not only does this allow a sense of realism, ^{TICK} it allows the viewers to feel like they are involved in the programme and a part of the journey. It can also inform people of recent changes since the footage was ^{TICK} filmed during the narrative.

The programme can also be used to educate people on the conditions in the Arctic and Antarctic as well as what can be encountered there, such as the wildlife. The clip provides viewers with new knowledge about

programs and how they can survive in
 the environment that they live in. The
 programs also educate the audience
 on how the penguins can live their
 everyday lives. For example providing a
 range of them in many headings
 the ice.

The programs also entertain its audience.
 This is done through the use of
 non-didactic sound as it adds plenty of
 drama. ^{Tick} allow viewers to feel more
 involved, for example under the ice
 it adds to the amazement to see
 something perhaps not seen before. The
 use of ^{Tick} humor is effective as it
 is a nice change ~~from~~ for people who
 perhaps do not enjoy documentaries
 and shows they don't have to be completely
 serious 100% of the time. For example
 the 'spectacular belly flop' is unnecessary
 but entertaining.

Solid reference to text

Proficient use of media terminology

also that would counteract the way that ^{with} film makers interface with the audience

The return of the crew is their need for equipment and therefore depicts them as in an authentic Tick ^{knowing} environment

The dialogues of the crew show a few light hearted side to a cast of a

Documentary which actors ^{understand} could take to Tick ^{the editing potentially is} ^{happy} ^{use} ^{happy} ^{with} their ^{career} at the BBC whereas to some ^{passive} viewers would take to mean they are authentically enjoying filming 'Freeze Frame'

The camera zooms in on social and casual situations to show the relaxed atmosphere

This ensures a likeable style due to the ^{positive} ^{no} ^{reinforcement} ^{made} by the ^{catch} ^{having} ^{fun} ^{Swings} ^{having} ^{could} ^{only} ^{be} ^{considered} ^{have} ^{led} ^{to} ^{viewer} ^{for} ^{the} ^{ability} ^{to} ^{share} ^{such} ^{positive} ^{images} ^{as} ^{the} ^{Proficient use of media terminology}

OR

6 Explore how representations are constructed in media products from your cross-media study.

Support your answer with reference to a range of products from three media platforms. (32 marks)

Representation were constructed through a number of ways across my cross-media platforms.

'The Dark Knight' is based on ^{comic} print relays heavily in representation due to the fact action fans are drawn to the genre to follow characters. Therefore characterisation through representation featured strongly. Anne Hathaway's character began presented as a damsel in distress then resisted as a vigilante. Tick

Her representation is very confused; however the franchise relies on characters with corruption and distrust in their past to shape authentic a colourful cast. Tick

Anne Hathaway's representation is shown in ~~the beginning~~ ^{the} beginning sequence, audience expectations mean from the action genre they expect a damsel in

P1

distress, which the frames suggest by having
 the camera track her over the shoulder
 consistently with suspense

Then she changes into a pre-wearing, red
 lipped femme fatale who is stronger than
 Batman, the camera romanticizes her early on

She is represented as empowering, much
 to the female viewers and encouraged to
 impress in her character however based on
 a lingering on close ups of her body and face
 Mike's theory her facade is purely aimed
 at male viewers due to the sexualisation of
 her costume

Therefore the franchise can be considered
 as targeting men, and therefore important
 the film to be all things Action related.
 Similarly in their print media I found
 a ~~series~~ series of posters which only
 displayed the male characters as strong
 and the female as sexy, the which
 could support her the film films only
 on archetypes for their genre representation

for instance Ben and Batman looked powerful
 as their backlit silhouettes outlined their muscles

similarly ~~concerns~~ of Black Swans were
 offered very two dimensional character types
 from the ad campaign. Tick

Classic Good and Bad female personas
 of Portman and Linn, portrayed through
 colour associated with each can be
 seen as far back as Darth Vader and
 Luke Skywalker Cowboys with Black or White
 Hats. Tick

The two are shown as polar opposites in a
 poster features not deep Black and White
 Swans with ~~sharp~~ ^{angular sharp} lines evoking
 the danger and release one should expect
 in the film. Tick

Contrary to this the subject matter
 of the film is iconically played upon
 in the print campaign.

Other posters feature Portman in her
 make up looking beautiful elegant yet
 disturbingly off so as the ad is very
 simple. Tick

This depicts the ^{psychologically} ~~psychic~~ thrilling
 aspect ~~of~~ of the film as her expression
 of ~~disorientation~~ is the sole focus of
 the poster. Tick

Women are constructed as sexual objects in both of these films. For instance, Knut is seen as a bad influence on therefore in the trailer, smokes, sleeps around and takes drugs, which represents the film's moral take on right and wrong. Tick

A film which disregards morality due to the conventions of the genre in order to affectively cultivate a narrative is Cabin in the Woods.

The film asks questions about alternative realities and where the human race would be if we decided when lived and died. Tick

I found from the film there was a subtext of political and ethical ideas such as capitalism.

Similarly, the Hunger Games also could be subjectively seen as an algorithm for ~~Class~~ the Class divide.

This was represented through the ~~contrast~~ contrast in scene in moving image, due to the opulent and extravagant Capital the normal, poor Districts looked very

Cabin in the woods effectively created
 a narrative in which one ^{person} believes it is simply one year's business.
 It abounds cultivated a narrative
 that has plot twist to make it
 a thriller.

TICK

This relies on stereotypes and conventions
 which he plays upon in the movie.

The website for Cabin in the woods has
 dark colours and flickers similar to
 a ^{horror} film however the technical
 thriller style (shown in the film)

P3

B6

sneaks through
 This represents the ~~con~~ ^{combination} of
 genres.

TICK

~~These~~ ~~blogs~~
 500 days of summer represented these
 indie production by utilizing user generated
 content shared through their social networking
 pages. This spin theory could suggest
 the reputation for blogs or flicks or
 tumblr being generally more 'cool' than

TICK

myspace or facebook. Sound application of knowledge/understanding
 Satisfactory use of a range of examples from three media platforms
 Clear and appropriate communication. Ideas are structured with consistency
 terminology used consistently.

END OF QUESTIONS

32

Sound understanding of media ideas/issues/theories/debates