

Film Marketing

GCSE MEDIA STUDIES (AQA) Year 11 Revision Pack



Dr Strange & I, Daniel Blake

Product:

Film: *Doctor Strange* (dir. Scott Derrickson 2016)

<https://www.youtube.com/watch?v=wwcSki7r9cQ> (Official trailer)

This is a Targeted Close Study Product for which you will need to focus on the following areas of the Theoretical Framework:

Media Industries

You do **not** need to watch the film. This is a case study of Media Industries so your focus is on film funding, effects of ownership, rating and regulation, the global scale of the film industry as well as other industry issues.

You will need to make explicit comparisons with your other film CSP: *I, Daniel Blake*.

Selection Criteria

Film; Hollywood blockbuster, *Doctor Strange* is the 14th Marvel comic film. It raises many industry issues surrounding the production, distribution and exhibition of film in the digital age.

What do I need to study? Key Questions and Issues

This product relates to the theoretical framework by providing a focus for the study of:

- **Media Industries** What production companies were involved in the making of *Dr Strange*? Define 'Blockbuster'. What was the production budget? How were audiences targeted? Discuss Star Power. How was the film released? How successful was *Dr Strange* at the box office? What certification did the film receive and why? What merchandising tie-ins were associated with this film? Which multi-media platforms supported the marketing of this film? Which multimedia platforms support the exhibition of *Dr Strange*? How many countries was the film distributed to? How does this help with understanding the nature of globalization? What effect does the domination of Hollywood have on national cinema production worldwide?

Product:

Film: *I, Daniel Blake* (dir Ken Loach, 2016)

https://www.youtube.com/watch?v=ahWgwxw9E_h4 (Official trailer)

This is a Targeted Close Study Product for which you will need to focus on the following areas of the Theoretical Framework:

Media Industries

You do **not** need to watch the film. This is a case study of Media Industries so your focus is on film funding, effects of ownership, rating and regulation, the global scale of the film industry as well as other industry issues.

You will need to make explicit comparisons with your other film CSP: *Dr Strange*.

Selection Criteria

Film; *I, Daniel Blake* is a British Social Realism film directed by veteran left wing film maker Ken Loach. It raises many industry issues including lack of access to funding for independent film production, and difficulties of distribution and exhibition for limited audience films.

What do I need to study? Key Questions and Issues

This product relates to the theoretical framework by providing a focus for the study of:

- **Media Industries** What production companies were involved in the making of *I, Daniel Blake*? Define 'Independent cinema'. What was the production budget? How were audiences targeted? Discuss 'Director Power'. How was the film released? How successful was *I, Daniel Blake* at the box office? What certification did the film receive and why? What merchandising tie-ins were associated with this film? Which multi-media platforms supported the marketing of this film? Which multimedia platforms support the exhibition of *I, Daniel Blake*? How many countries was the film distributed to? How does this help with understanding the nature of globalization? What effect does the domination of Hollywood have on national cinema production worldwide?

Practice questions

Shorter, Knowledge-based Questions

Briefly explain what is meant by:

- Blockbuster
- Merchandising
- Production budget
- Independent film
- Marketing

[2 Marks each]

Longer, Analysis Questions [8-12 markers]

- Explain how social media can be used independent and mainstream films [8 marks]
- Explain how *Doctor Strange* and *I, Daniel Blake* target their respective audiences [10 marks]
- Explain how far the modern film industry is dominated by large Hollywood blockbusters like *Doctor Strange*? Refer to *I Daniel, Blake* in your answer

One 20 Mark Question per focus subject (Ind/Aud/Con)

- Analyse the different approaches taken towards marketing both blockbuster and independent films.

[20 marks]