

Film Industry Introduction for Media Studies–KS4

Teacher notes

This resource is intended for KS4 Media Studies students as an introduction to the film industry. The focus is on **film production, ownership and distribution linked to audiences**. Films used will be those examined in AQA, OCR and WJEC/Eduqas specifications but will also link to a broader range of texts offering balance and an enhanced understanding of the industry. The activities are suitable for Year 11 or Year 10 pupils who have either already started studying their set films or are yet to do so.

Learning outcomes include:

- A deepening of existing understanding of key theoretical frameworks, or will serve as an introduction to studying the film industry.
- An awareness of the different ways film can be studied.
- Develop an understanding of **mainstream and independent film sectors**.
- Pupils will use their existing skills of textual analysis (media language and representation*) to become more aware of industry concepts.
- *Representation can be linked to marketing as with the WJEC/Eduqas MWTGG film poster or to contexts as in the OCR 2019 Paper 1 question asking pupils to make links between gender representation and the LEGO Movie marketing campaign.

Student Notes

This resource will help you understand the film industry, and your set film/s in more depth. It will give you a deeper understanding of **film production** (the making of a film), production values (budget and financial constraints) and how this links to **ownership** – organisations or individuals who own the financial and intellectual rights to your set film/s.

As well as production you will become more aware of the importance of **film distribution** and how it is different to film production. You will understand the difference between mainstream and independent film distribution linking with marketing campaigns and selling films to audiences.

Curriculum Links

The first activity links directly to possible questions on film production and ownership e.g. Referring to your set film/s, how can production values link to ownership or What is the impact of film ownership on film production? Refer to your set film/s.

The second activity links to possible questions on distribution and/or marketing e.g. What is the role of a film distributor or Referring to your set film/s, explain why marketing campaigns are so important for film industry?

ACTIVITY 1

FILM PRODUCTION



You will be analysing four films for the first activity, Doctor Strange (2016) linked to Avengers: Endgame (2019) and The LEGO Movie (2014) linked to The LEGO Batman Movie (2017). This activity aims to develop your skills of textual analysis, asking you then to link this deconstruction to media industry questions. All films used are mainstream productions targeting mass audiences – bear this in mind when answering some of the questions. You will be expected to make links with film production and ownership through additional research questions. The extension activity differentiates mainstream film with the independent sector.

Introduction Task

You will need:

- Worksheet Activity 1

What do you already know? As a starting point use questions 1 and 2 on the worksheet to record what you already know about film production.



Main Task a

Dr Strange (2016) / Avengers Endgame (2019)

You will need:

- Worksheet Activity 1
- The Dr Strange and Avengers Endgame clips on the Vimeo timeline
- Link to cheat sheet (below)

Watch the clip from Doctor Strange and spot as many production values as you can, use the question on the worksheet to guide you.

Next watch the clip from Avengers Endgame and read the cheat sheet. Your aim is to suggest why MUC films have such high productions budgets.

Link to cheat sheet:

<https://www.cheatsheet.com/entertainment/marvel-movie-the-biggest-budget.html/>.

Main Task b

The LEGO Movie (2014) / The LEGO Batman Movie (2017)

You will need:

- Worksheet Activity 1
- Clip from The LEGO Movie and The LEGO Batman Movie on the Vimeo timeline.

Watch The LEGO Movie clip and think about how film production can be linked to the primary target audience, use the question in the worksheet to guide you.

Watch The LEGO Movie clip and The LEGO Batman Movie, how is this an example of synergy? Use the worksheet to record your answer.



Extension Task

Look again at the Doctor Strange clip (clip 3), who is in the back of the bus 45 seconds in, and how does this link to the character of Doctor Strange?

You will need:

- Worksheet Activity 1
- Dr Strange clip on the Vimeo timeline

Extension Task

To stretch yourself think about intertextuality, what is it? and why might it be important to the primary target audience of Doctor Strange?

Can you think of other films which use intertextuality to please their audiences?

ACTIVITY 2

FILM DISTRIBUTION

For this Film Distribution activity you will be analysing four films, Spectre (2015) linked to No Time To Die (2020) and I, Daniel Blake (2016) linked to Bait (2019) but this time examining the role of the distributor in marketing a film to audiences. You will be encouraged to study films in a different way by looking at the way they are marketed to audiences and it will give you an insight into the difference between mainstream and independent film distribution and of film and audiences.

Introduction Task

You will need:

- Worksheet Activity 2
- The links to Screenonline and the BFI Statistical Yearbook.

What do you already know? As a starting point use the worksheet to record what you already know about the role of a film distributor, the links below will help you.

What is the role of a film distributor? This link may help you <http://www.screenonline.org.uk/film/distribution/distribution1.html>.

Now, using the BFI Statistical Yearbook, 2019. identify the 'Big Six?'

<https://www.bfi.org.uk/sites/bfi.org.uk/files/downloads/bfi-distribution-and-exhibition-2019-09-04-v1.pdf>



Main Task

Spectre (2015) / No Time To Die 2020

You will need:

- Worksheet Activity 2
- The spectre website home page (www.007.com/spectre)
- The clip of No Time To Die on the Vimeo timeline

Identify at least 5 reasons why the Spectre website homepage was so important in marketing the film to audiences? Use the worksheet to record your evidence.

Next watch the clip from No Time To Die How does the trailer market to audiences? Use the worksheet to record your answer.

Extension Task a

You will need:

- Worksheet Activity 2
- The 3 clips on the Vimeo timeline that reference, I, Daniel Blake
- Link to further reading below

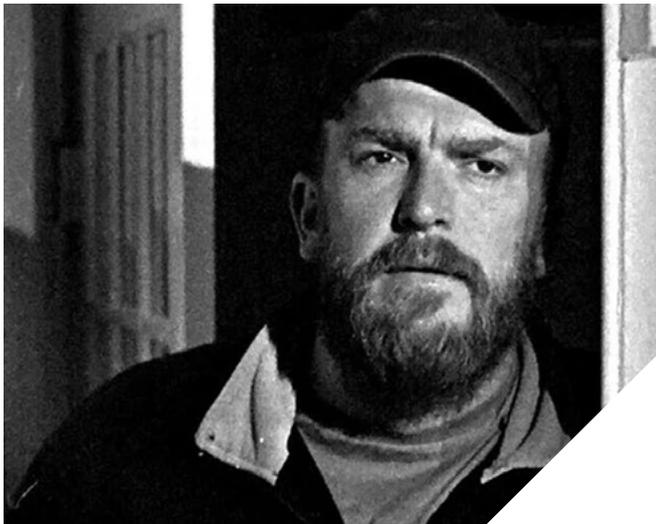
Study the below A Level Factsheet (yes A Level!) for I, Daniel Blake and then watch the 3 clips on the Vimeo timeline which all reference I, Daniel Blake in some way.

http://resource.download.wjec.co.uk.s3.amazonaws.com/vtc/2016-17/16-17_1-28/i-daniel-blake.pdf

Extension Task b

You will need:

- Worksheet Activity 2
- Clip of BAIT trailer
- Link to further reading below



How are Bait and I, Daniel Blake similar?

Extension question:

Watch the trailer to the 2019 independent film Bait on the Vimeo timeline.

Go to the film's official website, www.baitfilm.co.uk

What are the similarities to I, Daniel Blake in relation to the distribution of the film?

Why are they both categorised as independent film?