

# Question 1

## Candidate 1 evidence

Joker - Audience and Language

a) The film Joker would appeal to the target audience of superhero and comic book fans as the comic book fans are very familiar with the figure of Joker from DC world and also from previous superhero movies. They would be interested as fans and would want to watch a film about a villain known from previous superhero films. Joker would also appeal to a wide range of different audiences as it would be interesting for them to watch. However the demographic audience sector of people of colour may respond to this film quite differently as they may view this film in a negative way. The audience group of people of colour may argue that they have been represented in a negative way as most of the characters who are of colour in Joker seem to show rage towards Joker who is shown to be suffering from mental illness and at first is a figure of pity. This is shown for example when Joker was on the bus and the black woman showed complete rudeness towards him when finding out that he had a mental illness and was blunt towards him which suggested that she felt nothing towards him and never showed any respect. Another example of people of colour represented in a bad way was when the young group of boys from the opening scene who beat up the Joker were all people of colour. From these examples the demographic group of people of colour could feel as if they have been represented in such a negative way from how they would actually want to be viewed and this is not how they would want to be shown in Hollywood films. In these examples they seem to look violent and crazy and this is far from how they would actually want to be seen. Another factor which would lead to a negative response for people of colour would be that they feel as if a vast majority of characters shown in this film were white and that there is not diversity in Joker. This would lead to a negative response as people of colour would feel neglected and that they've not been shown or featured in Joker in a positive way. This is differential decoding as the director does not intend to make this demographic group feel this way and bring out a negative response as he could only cast Joker as white as he believes that his image should stay the same from fictional comic books In order to please superhero fans.

B) The film Joker would appeal to the demographic group of Comic book fans through the use of language codes. The language codes used within this film are very effective as it shows how strong and powerful Joker had become in the sequence where we see the final build up of Joker being popular and causing a big riot within Gotham in the ending of the film, where we see him getting that attention that he has been craving for. In this sequence we see that Joker is in the back of the police car facing the window as we see the reflection of all the destruction he's caused in Gotham city and see how bad it has become because

of his previous actions. A close up is used to capture the Joker's emotions as we see him happy and enjoying himself and also see that his pride is very strong as we see him express his emotions in ways we haven't seen before. We see that there is no sense of regret in his face which makes us realise that he's not sorry for what he's done and he's brave enough to cause violence again as it makes him proud. The music in the background is also upbeat and calm which fits in with this extract as we see in the close up that Joker is smiling at all the riots he's caused and amazed and astonished as he's getting praised and almost worshiped by the people of Gotham city. The mise-en-scene of Joker's costume is used to show the iconic Joker look that we know and is used to pleasure comic book fans. There was also a mid-shot camera angle used near the ending to show Joker smearing his own blood from his nose into a smile. These language codes used here build up to an effective response from the comic book fans. This will be a relatively positive response for comic book fans as they love to see action and destruction just like in normal superhero films. The use of Joker's costume created satisfaction for the audience as they know about Joker's iconic figure. The use of the blood for mise-en-scene really captures the audience's eyes as it shows that it's powerful and brings connotations of death and violence, this creates a link back to the opening sequence where we see a close up that shows him sad and drawing a smile on his face, forcing a grin until teardrops seem to appear. Now at the end of the film, he draws on a smile relating back to this, but now we see him really happy as he finally feels free. The idea that Joker uses his own blood to create that smile for himself really elevated the scene even more for comic book fans as they love to see the violence he creates. This is effective as the director's true intentions have come out in a positive way as comic book fans would enjoy this film as they see Joker emerge from his lowest at the beginning, to the end at where he is at his highest and darkest.

# Question 1

## Candidate 2 evidence

1a) Different audiences may respond differently to the content that is presented in Joker. In Joker Arthur is shown as living in poverty and people that are living in poverty may respond to the film positively because there is a character they can relate to because they are going through a similar situation in real life. A scene from Joker that demonstrates this is the scene where Arthur is lying on the floor after being beat up. There is trash bags surrounding Arthur and the boys who attacked him were wearing worn out clothes. The trash bags represent how society sees people like Arthur and the people of Gotham who are living in poverty. They see them as trash and something that can be thrown away or discarded and then forgotten about once they are gone. It also shows the disrepair that the city is in and how bad the living conditions are in Gotham. People living in poverty might respond positively to this.

However not everyone will have a positive response to the film. A group that might respond negatively is people of colour. There isn't many characters that are people of colour in the film. One character that is a person of colour is the therapist. The therapist is seen a cold character and doesn't seem very supportive of Arthur. She doesn't really listen to what Arthur has to say and seems very distant. She also doesn't help Arthur much and just shrugs off his concerns. This could make a person of colour upset because they feel as if they are being portrayed in a negative light and are being painted as the bad guy. They could also be upset that there is only a few characters that are not white and they are not central characters. This could make them feel as if they are being portrayed as not as important as someone who is white or they may feel like a secondary player to someone who has lighter skin than them because of how the film has portrayed people of colour. Another group that might respond negatively is females. One of the main female characters is Arthur's love interest Sophie. After Arthur follows her to work they begin hanging out together and she agrees with everything Arthur says. She agrees with him even when he does something very bad, like stalking her. Although it later turns out that the relationship was all in Arthur's head, for much of the film we are made to believe that Sophie was always with Arthur and would do anything. This could make women upset because they may feel that they are being portrayed to look like someone who would just fall in love with someone even after they have invaded their privacy. They could feel that they are being portrayed as weak and reliant on a man instead of strong and independent.

1b) There are many scenes in Joker that use language to get across the point that they are trying to make. An example would be the scene where Arthur is walking down the corridor and dancing on the stairs, dressed as Joker. The scene uses non-diegetic music and shows Arthur dancing on the stairs in a world of his own. This could have been done to suggest that Arthur has gone full into Joker and that he is not focused on what is happening in the real world. Arthur

gets interrupted by two police officers at the top of the stairs and the music stops. This suggests that only Arthur hears the music and further emphasises that he is in a world of his own. Another scene in Joker that uses language to get the point across is the scene where Arthur is in the police car watching the riots take place. Arthur smiles and laughs at the violence and destruction that he created and is watching in awe. We see lots of blood and flames which shows how the city is now a violent place. We also see the people trying to get rid off authority figures in the city destroying police cars and government buildings. This shows that the people are fed up of sitting back and watching the government take all the money and making the residents of Gotham suffer. It shows that the people have reached breaking point and took matters into their own hands. The blood could also foreshadow the death of Thomas Wayne which happens because people are angry at him because of what he did to the people of Gotham.

In conclusion language codes have been influenced by the target audiences and how audiences could respond. They have purposefully set the film in a time where there was a lot of issues with the government and people living in poverty. They also purposefully released the film at a time where these issues were very much still taking place. They added in society factors that are very prevalent in today's society and so that audiences could relate to them. They were targeting certain audiences and making sure that the film could relate to them but in the process may have accidentally angered or upset other audiences.

## Question 2

### Candidate 1 evidence

2a)

The 1991 film 'Thelma and Louise', directed by Ridley Scott effectively uses narrative structures (the Todorov structure) and codes (Barthes codes). It uses the first stage of the Todorov structure, the equilibrium stage. This is usually at the start of the story and is the everyday lives of the characters where there is balance. In 'Thelma and Louise', this is a fairly unhappy equilibrium for both of the titular characters. Louise is working in her diner job as a waitress and in an unsatisfying relationship with her boyfriend Jimmy. Thelma on the other hand is stuck in her house, serving her husband Darryl who is rude towards her. If nothing substantial happens then nothing will likely change in both these characters unsatisfying and mundane lives. There is also use of semantic codes in the equilibrium stage of the film which is that the women's jobs and partners are symbolic of being trapped and suppressed, Thelma and Louise not leading happy lives due to this. This is emphasised through the use of film languages for example, we are shown Louise at work in a diner in a wide shot that tracks her, indicating this is the character we are following and showing the very crowded location. Further to this, a song called 'Little Honey' plays which is seemingly about an unhappy relationship from the perspective of the husband who refers to his wife as little honey in an almost degrading way. This hints at what Thelma/Louise are experiencing within their relationships which aren't very great. Sounds of clattering plates/cutlery as well as lots of people talking over each other adds to the sense of chaos in the scene. Further to this, Louise is shown bringing out a cigarette when she goes into the kitchen, a prop used to show that she is stressed out. All these techniques come together to create a symbol of the workplace trapping and stressing out Louise. In Thelma's house there are muted colours (brown, white, grey, beige) which reflect how boring her life is. We are also shown her in a hand held tracking shot doing lots of chores around the house like clearing dishes, the shaky nature of the shot emphasising her unstable and busy life. Her husband Darryl also disrespects Thelma by making demands like "Don't holler like that" when she is just trying to make sure he won't be late for work and making Thelma put on his watch for him, showing the control he has over her. These all add up together to symbolise Thelma's house and husband being suppressive and making her unhappy in life, something which she is desperate to escape later in the film. The use of the equilibrium stage allows the audience to follow the story clearly as it is used in lots of other films, getting a good understanding of the character's lives with the semantic codes allowing them to have a deeper understanding of the characters feelings, what the film is trying to say and therefore making it a more engaging and memorable film to watch.

2b)

There are multiple society factors present within 'Thelma and Louise', for example, gender roles and stereotypes. In the early 1990s, these were fought

against by feminists but they were still very common within American society at the time. The gender roles include: The housewife - women were expected to aspire to marriage and having children, serving their husband and taking care of the house/kids, and the breadwinner - men were expected to hold a position of authority and be the ones with the job, providing for their family by making all the money. Gender stereotypes include: women were expected to be passive, caring and weak while men were expected to be violent, strong and authoritarian. 'Women's work' was also considered to be cleaning, cooking, care and the service industries. This society factor has influenced the Equilibrium of 'Thelma and Louise' as in the opening of the film, Darryl perfectly fits the gender role of the breadwinner. This is shown through him being the one with the job instead of Thelma, wearing a suit and having a fancy car, two things associated with successful businessmen. Darryl is also shown to be very demanding by telling Thelma what to do in multiple instances, flexing his power that he has over her, fitting with the gender stereotypes. Further to this, Thelma fits the housewife role as she is the one who stays at home all day and the audience sees her cleaning dishes, making coffee and putting on Darryl's watch for him - serving her husband. She also asks what Darryl wants for dinner, indicating she is the one that does the cooking and she also wears a dressing gown, suggesting that she won't be going anywhere for the day and will instead be doing chores around the house. Louise working in the service industry (a diner) fits in with the women's work stereotype also. This is fitting to be presented in the equilibrium as this is the start of the story and the characters will likely escape and soon break these somewhat negative stereotypes.

## Question 2

### Candidate 2 evidence

**a)**

Narrative structures and conventions are used frequently throughout 'Get Out' for example the use of 'the equilibrium'. Although it's not used right at the start of the film, it still introduces the characters of Chris and Rose in quite a relaxed and calm way. In the equilibrium we can see a montage of Chris and Rose going about their day while we can see what we assume to be Chris' photos on screen. We can also see Chris' apartment which tells us he is earning a lot of money as his apartment looks quite modern and luxurious. Also in the background we can hear 'Redbone' by Childish Gambino with the words 'stay woke' which could reference the theme of race which could be a large part of the film's message and meaning.

Get Out also uses the narrative convention of the 'villain'. The villains in this case are the Armitage's and although they are the main villains of the film, it is not made clear until much later in the film. At first they seem like a relatively normal, liberal family, but it's not until Chris' encounter with Missy, when he is being hypnotised that their true motives come to light. This could also be a reference to racism in America and how a lot of it goes unseen and how it is covered up so that society doesn't focus on it.

The film also uses the narrative structure of the 'disruption'. Unlike most films where the disruption to the storyline occurs fairly quickly, in Get Out it doesn't happen until much later in the film. The disruption happens when Missy Armitage hypnotises Chris and sends him to the sunken place. This is the disruption as it makes Chris and the audience realise that the Armitages are not all what they seem and they have a much darker motive than first thought.

**b)**

Society and Institutional factors influenced Get Out and its use of narrative in a range of ways, for example it references the society factor of slavery at many points throughout the film, such as having Chris use the cotton from the chair he is trapped in in order for him to escape from the Armitages. This is important as the cotton can be seen as a symbol of being trapped and vulnerable as it was a large part of the slave trade, but Chris changes the meaning of this as he uses it as a means of escape. The society factor of slavery and racism is also shown more subtly, in other parts of the film such as the Armitage's house as it is quite an old fashioned mansion with lots of land it could be a reference to the plantations in which slaves worked and lived. Also having Walter and Georgina as 'the help' could be seen as an 'outdated' way of living although Dean Armitage strongly insists they volunteered to work for him.

There are also references to the fight against racism in the fact that Rose was very liberal in her fight with the racist police officer when he asks to see Chris's

ID, this is in reference to the Black Lives Matter movement in which people are protesting and fighting against the racism and unjustified killings of black people by the police. This is important as it brings to light the everyday microaggressions black people are just made to deal with. Also the Armitages, especially Dean, are made to seem very liberal and progressive in their views as Dean frequently reminds Chris that he would have voted for Obama a third time if he could. This is important as it shows that mindsets are changing and the fight against racism is stronger than ever. However it could also link to the narrative convention of the villain because the Armitage family at first put up a front to hide their true selves and also subtle things like their lavish country home which is actually a front for horrific acts they carry out.

However, there are also references to the institutional racism which still occurs, for example when Rod goes to the police with evidence that Chris is in danger with the Armitages, the police officers themselves are black and they think Rod's theory is ridiculous although it's very much true. This is important as it's true to real life in the fact that black people often face racism with police officers and are also ignored by them as well.



## Question 3

### Candidate 1

Both posters for 'Blade Runner 2049' and 'Annihilation' have similar layouts. In the poster for Blade Runner we can see the two main characters at the top of the poster, with the other characters below them. This is the same for the Annihilation poster where we can see the central character at the top of the poster with the other characters surrounding her. We can assume these are the main characters as they are presented as the main focus of the poster and therefore the main focus of the film. We can also identify the main characters by the names which are displayed on the posters.

However the posters are different in terms of their representation. In the Blade Runner poster we can see that it is mainly a male-dominated cast with only one female character, however the Annihilation poster differs from this as it is an all-female cast and it shows them in a non-conventional role as they are not being sexualised but shown as strong and brave characters, which is rare in film. This could also appeal to audiences as it is empowering women and showing them that they are not just used as an object for the male gaze, which is usually the traditional role in an action film for a woman.

Both posters are similar in that they tell us the genre of the films clearly. We can see from the poster for Blade Runner that it could be a sci-fi or action film. We know this because in the background we can see that there is a lot of futuristic technology. And also looking at the characters on the poster we can see that they are holding guns so this suggests the film contains action as well. In the poster for Annihilation we can see that it could also be a sci-fi / action film as it looks to be set in quite a dystopian world. And again, looking at the characters we can see they are holding weapons which suggest there could be an action side to the film as well.

# Question 3

## Candidate 2

In the 'Blade runner' poster there is a lot going on in the background. There are a bunch of tall building and a few floating cars. There is also the obvious split down the middle of the poster where one half is blue and the other is a orangey red colours. Normally red symbolizes evil and danger and blue symbolizes peace and calmness. This tells us that there is a big divide between what is good and what is evil in this movie. On the left hand side where everything is orangey, it almost looks like there is a fire or some sort of deadly air that is visible bad. This tells us that this place is dangerous and only dangerous people live there compared to the right hand side where there is floating cars and tall building's, everything is a nice blue and it helps make everything a little more clearer to see. Though the floating cars look as though they are searching for something or someone that could possible ruin they're calmness, that could taint them with the bad side. This will intrigue Sci-Fi fans, as they will want to know who is good and who is evil. They want to know what makes one place safer than the other. This might include the two characters standing at both side of the poster. One could be good and the other could be evil, Sci-Fi fans will want to find this out. This poster uses color to tell the audience what is good and evil, it helps interest a audience as they know that there will be conflict between the two sides.

In the 'Annihilation' poster the background has a lot of things happening in it. Its full of many pretty looking flowers and plants that help draw the viewers eye in. the amount of plants and flowers makes the background seem like a forest, that seems to be home to many creatures. On the right hand side there is a white creature that looks sort of a deer, its looks friendly and not harmful. On the left hand side there is a face that is almost blended into the flowers and plants, the face looks scary and ready to attack. Its eyes are long at the lady standing closing to it, maybe this is foreshadowing her death or that she gets attacked by this creature. The background helps draw the eye into the poster and helps keepm the eye looking all over it as there is so many things going on. This will intrueg scifi audience as they'll want to know more about these creatures and if they are out of this world, like if they are alien or not. They'll want to know if the creature on the left is as deadly as it looks and if it will attack the characters in the center of the poster.

In the 'Blade Runner' poster, there is four characters in the center of the poster. There are two characters at the top that seem to be the two main characters as they are the largest out of the rest. The character at the top is facing the left but looking back at the left, he's also holding a gun ready to a attack if needed to. he could be doing this because he is betraying the good to help the bad, it looks like he's looking out for someone so maybe he is preparing to fight. The guy at the top in the right is doing something similar, his body is facing the right but he's looking towards the left, he is holding a gun for what looks lie to protect himself. This could be because he has betrayed the evil side to help the bad side ore maybe he is trying to infiltrate the good side. Either way it looks like both

characters are against each other as one is helping one side and the other is helping the other side. The woman in the center, her body is facing towards the right and her head is facing straight forward, toward us. It's like she is staring straight at us and is trying to tell us something we want to know. She seems very honest and looks as though she is stuck in helping both the characters at the top of the poster. The guy at the bottom left is facing the left, he has a very stern look on his face and it makes it obvious to us that he is a bad guy. This will intrigue sci-fi audiences as they will want to know more about these characters and why they are like this. They'll want to know if the characters at the top are actually fighting against each other.

In the 'Annihilation' poster all of the characters are female with the main character being female as well. The woman at the top right is facing diagonally towards the right, she is the biggest on the poster so she must be the main character. She looks like she is looking at something she is interested in but is very wary of it because it could be dangerous. The girl behind her on the left looking diagonally towards the left. She looks like she has been accused of something and is shocked that she has been. She could be back to back against the main character because maybe they have some conflict and that's why she is so shocked. The two women on the bottom who are holding guns, look like they are protecting the main character from something dangerous that is on the left hand side. They could be protecting her from the thing the main character finds so interesting. They look on guard and ready to fight. The woman on the bottom left looks as shocked as the woman above her, it looks like they are both on the same side and have been accused of the same thing. This will intrigue a female audience as it's an all female cast and the women are shown as strong and willing to protect themselves at any cost. They will find this interesting and want to find out what happens to these three characters and what it is they are looking at.

In the 'Annihilation' poster everything seems to be based in an alien-like world that isn't human at all. The plants in the background look magical and strange with odd-looking creatures living in them, that don't look at all based on earth. The characters look like they are traveling somewhere to receive something or to learn more about something. The main character looks like she is on search for something interesting and is willing to do anything to get it. This also helps the woman in the poster look strong as they look determined to get to their goal and they will use violence if needed. This is different from the 'Blade Runner' poster as the world in the poster looks more futuristic compared to an alien world. The characters look more wary of things around them and are ready to protect themselves if needed. Out of all the characters in the 'Blade Runner' poster only one is female and the other three are male. She doesn't seem as strong and willing to fight compared to the male characters who look prepared to fight and hurt people. She almost looks weak and protected by the two guys at the top who are almost towering over her and protecting her in a protective way.