

## Candidate 1 evidence

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	<p>Media content can influence audiences in both intended ways that the producers want, and unintended ways that the producers could not or did not account for.</p> <p>This is the case for the music videos "You need to calm Down" by Taylor Swift and "Taste" by Sabrina Carpenter</p>	
	<p>YNMCD intentionally influences the audience's attitudes towards the LGBT community and those who oppose it. The opening establishing shot of the LGBT trailer first seen in the music video shows each trailer surrounded by a uniquely colored picket fence. This draws comparison to the American 'nuclear family' which was the American perfect family of a husband wife, two kids and maybe a pet living in a house with a white picket fence. This comparison to what was once considered 'perfection' positively influences the audience as by drawing this comparison they have implied a world with LGBT is the new perfection and therefore the audience should desire it. The music video also influences the audience's attitudes towards homophobes by representing them in a poor light. The homophobes are depicted as stupid, uneducated people who have no opinions of their own as seen by</p>	

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<p>a shot of them marching in a circle. This gives images of sheep and implies they are all following someone else's plans, not their own. This influences the audience to think poorly of homophobes as they are likened to dumb animals who have forgotten to think for themselves. The audience is further influenced by the representation of the LGBT community. By depicting them as a community that is carefree and always smiling. It puts the desire for happiness in the mind of the audience, making them more likely to side with people they want to live like.</p>	
<p>'Taste' By Sabrina Carpenter influences the audience intentionally to have a more modern outlook of women. This influence can be seen in the first extreme long-shot depicting Carpenter running up the stairs with a knife. This image brings forth connotations of slasher films where often a helpless female is chased through the house by a crazed killer. By replacing the killer with Carpenter the producers are making the audience connect any perceived power the murderer in a horror film might</p>	

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	<p>have to Carpenter, giving <del>her</del> her greater power. This influence is further seen in the scene where Carpenter attacks Ortega in the shower. This is a likely reference to Psycho which is famous for the shower stabbing of a woman. However, the roles are reversed as it's the boyfriend character who screams, not Ortega. By swapping the gender stereotypes in this moment, the producers have fed the audience the idea that women can be more than just a helpless damsel, furthering the audience's perception of women to be that of strength and stoicism over fragility and fear. The producers continue to intentionally influence the audience's attitude towards women by framing the two leads in a low-angle shot looking down on the body of the boyfriend character. This shot gives connotations of power, so by framing the two females in this way it is giving the audience the impression that women are both strong and independent as they can hold power without the help of a man.</p>

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	<p><del>the</del> YMTCD does have very damaging, unintentional influences on its audience's attitudes towards the <del>the</del> Republican party. The homophobes in the video are all stereotypes of the deep south American, dirty, overly patriotic and dumb. This also happens to be a <del>scope</del> <del>of</del> the average Republican voter. By representing the homophobes this way the producers have unintentionally made the audience think that the Republican party is full of homophobes. This influence can also extend to the audience's <del>of</del> voting behaviour too. By showing the audience this Republican stereotype they may have unintentionally convinced some of the audience to not vote Republican, which is a dangerous thing to do and could open up the producers to accusations of election interference. Another unintentional influence that this music video exports on its audience is that it implies that all homophobes are dumb and poor. This is done by only depicting the homophobes as dirty, shuffling people who write signs like 'get a brain Moran's'. By showing them the audience only a stereotype of this nature, the producers <del>the</del> could easily have both altered the audience's attitudes towards poor people and made them think homophobia is a class based intolerance, blinding them to the reality</p>

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<p>That anyone can be homophobic, no matter their wealth or education.</p>	

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	<p>In the end, every piece of media will influence the audience in both expected and unexpected ways. It is however not fair to expect the artist to account for unintentional influences in their work because that's asking for the impossible. There are and always will be multiple interpretations of any creative work in existence. Trying to predict every single one is ludicrous. Yes, some works can be negatively impacted by its unintentional influences but so long as more people are influenced the way the producers intended than by ways they did not, the <del>side</del> media will have done more good than harm. Unless it's message is bad in which case the opposite is true.</p>

## Candidate 2 evidence

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<p>During the Covid pandemic, the Government released a series of ads to help draw attention towards the virus and make it seem petrifying, a dangerous disease to be taken seriously, <del>we can see</del> <del>the ads</del> The Government would use these ads to influence the general public into complying with the strict lockdown conditions. As they were so harsh and out of the ordinary, extra measures were used. Such as these horrifying ads to ensure people complied. However, with these ads there would also occasionally be unintentional influences such as a mental health decrease around the country.</p>	
<p>Around the Beginning of the pandemic, there was an ad released which was <del>was</del> to influence viewers into staying inside through guilt tripping and fear mongering. In this advert, there was a patient and a nurse, both masked and in a hospital room. The use of</p>	

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<p>the masks covering both the patient and the nurse imply that the disease was so incredibly infectious that although already infected, it would be unsafe for the patient to go unmasked. This helped to influence the public into wearing their masks at all times in public due to fear of becoming infected or spreading the disease. In this ad, there was also use of red and yellow colours around the patient which successfully made the image appear infectious and dangerous, influencing people into being cautious of people and to keep their distance. The yellow used in this ad was surrounding the surface of the patient, <del>but</del> insinuating that the areas that he has touched have become a biohazard and are to be avoided. The red use in this ad is on the humans themselves, implying that humans ourselves are the danger and should be feared and avoided. This successfully <del>influenced</del> influenced people into social distancing.</p>	

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and avoiding unnecessary human contact.	
This ad was <del>not</del> <del>designed</del> intentionally	
influencing people into complying with	
the governments restrictions and so, made	
the advert successful in its goal.	
<del>However, during covid another advert,</del>	
<del>the "look</del>	
However, during covid another advert, the	
"look them in the eyes" campaign was	
released which unintentionally influenced	
thousands of the general public into	
mental health declines and isolation.	
In this advert, the main focus was obvious	
due to a close up of a woman, 'Lorna's	
face, this drew people in and forced them	
to look into her sunken eyes, which caused	
severe guilt-tripping into innocent people,	
unintentionally influencing <del>the</del> people into	
believing that they were the problem and	
thus, isolating themselves. In this ad, real	
<del>people were used</del> Covid patients were	
used and named so that the connection to	
the viewer feels more genuine than if a	

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	<p>Celebrity was the 'patient', this is because they could be anyone, and having named them also creates a closer connection in order to be able to attempt to influence people into complying and isolating. The use of colour in this ad was also very minimal, just highlighting how sick the patient really is by emphasising their eyebags over pale skin, this was to influence the public into feeling bad for them, but instead unintentionally influenced people into becoming isolated and depressed as shown by statistics that read over 19.2% of adults felt higher rates of depression and isolation.</p>
	<p>Another ad that was released in the pandemic, "Stay Home. Stay Safe" was shown to influence people into staying home through the use of colour and character placement. In this ad, there is seen to be several houses, all in which are blue and conjoined together by the roof, showing togetherness and</p>

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	<p>community as we are all in this together, this successfully influenced people into being calmer about staying inside as there was a sense of help shown instead of the usual fear-mongering techniques. The use of colour in this ad also helped to influence people to staying inside as the colours of the houses inside were pastel pinks, yellow and oranges, showing a calm and happy interior compared to the dark gloomy outside, the use of this binary opposite helped to influence people to happily remain inside by again showing how boring and <del>bad</del> the outside world was compared to the inside. Also influencing people to remain inside was the use of characters inside the houses which all seemed to be carrying on with day to day activities, influencing people to believe that this situation was more normal by simply carrying on their old ways.</p> <p>Although this ad was successful in influencing people to stay inside, it also received a substantial amount of criticism towards the government</p>



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	<p>Self isolation, depression and anxiety way more as shown by Statistics proving that 18% of families with poorer incomes or already sick relatives felt incredibly anxious due to the fear mongering in the adverts. Over 34% of teens and young people reported feelings of elevated anxiety and it is no doubt due to the severe compliances with the laws of staying indoors so rapidly and so severely <del>altering</del> majorly altering day to day life, becoming completely unfamiliar with nothing but terrifying adverts to help you cope.</p>

## Candidate 3 evidence

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<p>In the music video industry there are multiple different ways that behaviour can be influenced whether it is intentional or unintentional. In the music videos 'This is America' (TIA) and 'Close your eyes' (CUE) both ways of influenced behaviour is shown <del>through</del> throughout.</p>	
<p>In TIA by the artist Childish Gambino there is a historical view throughout whether it's far in the past or more recent compared to other views. In his music video he wears the costume of something similar to what a slave would've wore back when Black Americans weren't given freedom. He wears blue trousers that are identical to what Slaves were made to wear which represents the fact America is reverting back to similar racial views and this influences the audience to not follow other Americans that are reverting to the racial views.</p>	

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<p>He also wears gold chains to represent the fact Black Americans have fought for their freedom as they were forced to wear big heavy chains that kept them imprisoned so the chains he wears in the music video represent the fact Black Americans are proud of how far they've come in their fight for freedom and don't want their progress to be set back which makes the audience feel influenced to support the fight for Black Americans to keep their freedom and not be set back in their progress. The way Gambino dances in the music video references Jim Crow <del>man</del> who is known for doing black face and mocking Black Americans. Gambino references this to remind the audience that for years Black Americans were perceived as this which is something they are not and holds constant reminder that they are the audience's equals</p>	

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	<p>so they shouldn't be seen as something different. This influences the audience to believe that they are the societal problem and should do something to help the Black Americans be seen and treated as equals which I believe is an effective message as it is passed <del>through</del> <sup>simply</sup> and is <del>understood</del> understandable for the audience to see and act on. <del>the message</del></p>
	<p>In CUE by the artists Run the Jewels it gives off a different message of the system being the issue not the people. Run the Jewels does this by having a Black American kid fighting a white American police officer and in the beginning both of these characters are exhausted and are working up the energy to what we think is to continue an on going fight. We watch as both these characters</p>

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<p>fight and run throughout a run down neighbourhood. Both characters are seen being reluctant to fight but do it anyway especially the officer. This shows how the system is to blame as the officer is fighting not because he wants to, not because the kid has done <del>something</del> something bad but because he is being made to by the system. We watch as the kid stops breifing to have milk to which the officer copies to show how they are equals who are in a never ending fight with eachother. At the ending of the music video both characters are in the same exhausted, <del>reluct</del> reluctant state as they were at the start showing that the <del>system</del> <sup>system</sup> makes this a never ending cycle which <del>the</del> influences the audience to feel sympathy for both characters and take a distaste towards the system as they</p>	

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<p>are forcing this. I believe the message is effective to an extent as the music video can be difficult to understand.</p>	
<p>In both TIA and CYE they influence the audience to have an anti-racial view of the world but perceived in different ways as Gambino wants the audience to feel full support towards Black Americans and have a <del>distaste</del><sup>distaste</sup> towards law enforcement as he demonstrates racial profile with showing the stereotypes that are given to Black Americans. Meanwhile with Run the Jewels they want the audience to support both Black Americans and law <del>en</del> enforcement as it is the system who they should have a distaste for instead and they show this by having personality similarities with both characters. Overall, both do pass their anti-racial message</p>	

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of supporting Black Americans and giving an example of why they shouldn't be disliked.

An ~~example~~<sup>opposing</sup> argument that may be mentioned is that TIA shows Gambino fulfill the violent, Black American stereotype that distracts from his message as he has a gun and shoots multiple characters that are shown through the music video. This argument is easily counteracted as he is showing the audience this is what ~~the~~ Black Americans should be seen as. This is proved as he has his historical references to remind the audience this is what Black Americans have overcome and now this is what they overcome ~~as~~<sup>as</sup> he is physically showing the next steps of what ~~they~~ Black Americans are seen as that needs to be overcome and forgotten about.

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<p>I believe the unintentional influence that is made is weak as it shows the audience would be purposefully trying to find the negative in the music video instead <del>so</del> of understanding the straightforward intentional influence that Gambino sets in his music video.</p>	
<p>In conclusion both of these music videos hold effective messages that influence behaviours of their audiences and also share different yet similar views. Personally I believe the 'Close your eyes' music video holds a better and more positive message as it shows not <del>every</del> everything is straightforward and there is a bigger picture, meanwhile the 'This is America' music video, holds a straightforward meaning of who is to blame which is less effective towards the audience he blames. I also believe that the</p>	

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C/E message is more true than	
T/A and police officers have to	
listen to the methods given from	
higher ups meaning they can't control	
the fact they racially profile since	
they are forced into this method.	

## Candidate 4 evidence

Films are created with the purpose of entertainment but also have many other secondary purposes, one of which to be to influence their audiences depending on the points that they are making. Greta Gerwig's 'Barbie' is an example of a film which intentionally and unintentionally influences the attitudes of its audiences. The film influences audiences in many different ways such as the way men see women, the way women see themselves and the way the film advertises certain products. Barbie is a film which influences the behaviors of its audience both intentionally and unintentionally.

One way that Barbie influences its audience intentionally is through the portrayal of women and men. Outside of being a promotion for the popular kids toy, Barbie is an intentional commentary on the way women are treated in a patriarchal society and because of this, it intentionally influences the attitudes of men towards feminism. The film opens to showing the audience the setting of Barbie World, a satirical take on a matriarchal society in which Barbies rule the land and work many different high profile jobs such as doctors and the president, but the Ken dolls however are treated as secondary citizens. While the scene is supported by bright colours, happy music and glitter its clear intention is to influence audiences on the treatment of women by showing them a mirrored version of the world we live in today. This part of the film is particularly influential on men, as having the Kens being treated as below humans is intended to directly influence the way men think about women, as in the world we live in women are in the position of the Ken dolls. Gerwig's 'Barbie' was careful to show the treatment of the Kens as a negative thing, further stimulating the way men should be reacting to this film, because the Kens are treated poorly the intention is to make men realise the way the women in their life are treated every day. Another more obvious example of this is when Barbie and Ken go to the real world and Barbie is sexually harassed by the construction crew. In this scene it is clear that Barbie is upset by the way she is treated while Ken feels confident and empowered by all the men working in the area. This scene directly references how men are often made to feel confident in our everyday world while women are belittled and assaulted. This scene intentionally intends to make audiences aware of how women are treated every single day as it directly mirrors the way Kens are treated in Barbieland, so it will encourage male audiences to begin to treat women with a more positive attitude. This film aims to make male audiences and even female audiences aware of the roles of male and women in this patriarchal society we live in today, as education is one of 'Barbie's' main intentions as a film.

One way that the film unintentionally influences the behaviours and attitudes of audiences is through the representation of Barbie. Throughout the film many different versions of Barbie are seen, which is supposed to be a positive attempt at female empowerment. This is seen at the beginning of the film where there is a display of all the different Barbies and the jobs they work with happy music playing in the background, this part of the film shows many different Barbies with different skintones and hair textures. While the intention of this portion of the film may have been to show Mattel as a progressive company, audiences may feel negatively towards it because while many skin tones and hair types were represented the representation was still very limited. Almost all of the Barbies represented were thin with clear skin and 'perfect' faces, while that is reminiscent of the doll it also undermines the movie's theme of empowerment and feminism as only a limited range of women have been represented. Only three other Barbies differ from this standard, there is a hijabi Barbie, a Barbie in a wheelchair and a plus size Barbie, while the intention of this may have been to show that anyone can be Barbie, it unintentionally influences audiences negatively as the sheer lack of Barbies who are not thin with nice hair is shocking, and the representation of the three who fit outside of this standard can be seen as tokenism, because outside of them there are no other Barbies that differ from the beauty standard. Another way audiences may be unintentionally influenced is through the portrayal of stereotypical Barbie. Played by Margot Robbie, stereotypical Barbie is a thin white Barbie who is the main character of the film, she is supposed to be a basic

barbie while all the other barbies are supporting. there is a scene with the main barbie where she discovers she has cellulite when she visits weird barbie, she is visibly disgusted by the discovery and wants to make it go away. while this scene may have been intended to be a lighthearted joke because barbie is perfect and plastic, it may unintentionally influence audiences to feel insecure about their own bodies. Barbie as a character is supposed to be an icon among women, the fact she feels bad about something as simple as cellulite may cause audiences to think about their own bodies, as it unintentionally creates a narrative where cellulite is seen as bad when really it is something that most women have. Barbie as a character unintentionally influences female audiences in many different ways, and causes women to reflect back onto their own bodies.

another way Barbie intentionally influences audiences is through the advertising for barbie products. while barbie as a film is aimed to entertain and educate, like most films about toys it is also made to advertise certain products. the way mattel as a company is advertised through the film is not subtle at all, most films tend to advertise quietly while barbie plays it up to influence the audiences to buy products. this is evident through the scene where the barbie dreamhouse is shown, and as barbie drives in her dreamcar skipper's playhouse is shown. all products shown in this scene are available to buy, the scene even shows some discontinued products such as pregnant midge, a doll which is no longer available. This has been done intentionally to advertise some of the products mattel sells or did sell, by showing off products which are no longer available for purchase it still influences audiences to purchase goods, perhaps out of nostalgia or a reminder of how the company is able to make fun of themselves by showcasing some failed products, this is a tactic intended to get audiences to buy, and it does. another way this is done is when ken is throwing out Barbies clothes from her dreamhouse, as they are thrown they pause in the air and the name of the outfit appears beside it. while the intention of this scene is to be comedic it is also intended to show off different mattel products to influence audiences to buy from their company. all outfits shown are real outfits which were available for purchase, this is even said by gloria, one of the characters, which is another intended tactic to make audiences purchase mattel's products because it shows that the products are actually real. the film uses comedy to advertise, which is a creative way in which Gerwig's Barbie succeeds as being both an entertaining film but also an extra long advertisement for mattel.

Greta Gerwig's 'Barbie' is a film which both intentionally and unintentionally influences its audiences to feel certain ways towards certain topics. most films typically are made with certain intentions in mind and while this film in particular succeeds to both unintentionally and intentionally influence audiences, it can be said that Barbie is more successful at intentionally influencing audiences. This is because Barbie is a film which has many points to prove to its audience, from educating about feminism to advertising mattel products this film succeeds at influencing the behaviours and attitudes of its audiences intentionally.