

TEACHER GUIDE

SECTION B: CONTEMPORARY HOLLYWOOD FILM

In this section, learners will develop an understanding of how Hollywood films use genre and narrative features to appeal to audiences worldwide. Through an in-depth exploration of the film industry, learners will study how contemporary Hollywood films are produced for and marketed to global audiences, considering the importance of online platforms and media to both the film industry and film audiences.

Learners must study one film made within ten years of the start of teaching the qualification that is part of a Hollywood film franchise. Examples include the:

1. D.C. Universe franchise (e.g. Batman, Superman, Wonder Woman etc.)
2. Divergent franchise
3. Harry Potter franchise
4. Hunger Games franchise
5. Lord of the Rings franchise
6. Marvel franchise
7. Spider-Man franchise
8. Star Wars franchise.

Learners must also study key aspects of the marketing of the chosen film, such as posters, trailers and websites.

Learners must develop knowledge and understanding of the following aspects of media language in relation to the film studied:

- genre codes and conventions: iconography, mise en scène, characters and stars;
- camerawork, editing, sound, narrative and themes;
- the importance of genre to the Hollywood film industry and to film audiences;
- narrative: construction, structure, techniques and conventions, characters and character functions, such as heroes and villains, main and supporting characters, stock characters;
- appeal and pleasures of narrative for film audiences.

Learners must develop knowledge and understanding of the following aspects of media industries and audiences:

- ownership – the media organisations that own and control Hollywood film, including conglomerate ownership, diversification and vertical integration;
- how Hollywood films are funded;
- how Hollywood operates as a commercial industry on a global scale;
- the impact of convergence on the Hollywood film industry;
- the impact of production processes and technologies on Hollywood films;
- the role of media technologies, including online and social media, in reaching audiences, and in audience consumption and usage of film;
- the role and nature of regulation in the film industry;
- how Hollywood films are aimed at large, global, mainstream audiences;
- the ways in which the Hollywood film industry targets audiences through marketing.

