

TEACHER'S OVERVIEW

SECTION B: CONTEMPORARY HOLLYWOOD FILM

In this component learners will gain a deeper knowledge and understanding of media language and representation, as well as extending their appreciation of these areas through the study of media industries and audiences. Learners will do this through the study of *Batman v Superman* (2016) and *Iron Man 2* (2010).

Learners will also develop knowledge and understanding of how relevant social, cultural, political and historical contexts of media influence media products.

For this topic you should have access to the films that are being studied.

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, themes and 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
- the 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.

This resource aims to step through a 12-week plan of study which can be reduced according to the knowledge of the learners based on prior learning. The aims are to look at the following areas:

- Introduction to the Genre of Superhero/ Action adventure/Hollywood films
- Media Language
- Representations
- Media industry and institutions
- Audiences
- Marketing