Film - I, Daniel Blake Industry

Film CSP Revision - I, Daniel Blake

Context

1.	What is UK austerity?
2.	Why did it happen?
3.	What are some of the effects of it? o o o
4.	Ken Loach is often called an auteur director . What does this mean?
5.	What is the political message of I, Daniel Blake? Give evidence of media language choices to justify your answer.
<u>Owne</u>	rship and Funding
6.	What type of film is 'I, Daniel Blake' (opposite of Blockbuster)?
7.	Make a list of what makes independent films different from a major studio blockbuster (like Black Widow): • Independent films are produced by small companies • • • •
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1. Briefly explain what is meant by **Director Power**:

2. Complete the table below, explaining what cheap and innovative methods I, Daniel Blake used to promote itself:

Critical praise and press Positive reviews can gain a good reputation	Social Media Marketing •
Film Festivals and Awards •	Guerilla Marketing •

Distribution

1. Complete the following text explaining independent distribution with the missing words:

Independent films are also distributed	independently, usually by a			
company. While	blockbusters will open in all mainstream			
cinemas at once, independent films are often distributed more based				
on the demand for the film and often in	n Independent film			
releases are often timed with	so that any			
won can boost the success of the film.				

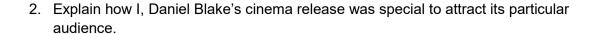
- film festivals
- awards

• arthouse cinemas

- major studio
- separate

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EXAM-STYLE QUESTION: Explain how technology has allowed independent films to be distributed in new ways. Use I, Daniel Blake as an example.

[6 marks]

Regulation

Check the BBFC rating information for I, Daniel Blake here (contains some bad language):

- 1. Which age rating did the film receive?
- 2. What impact does a high age rating have on the audience for a film?

EXAM-STYLE QUESTION:

To what extent are large franchise films a threat to the independent film industry? Refer to your two CSPs, *Black Widow* and *I, Daniel Blake* as well as any other examples you would like.

Refer to the following areas of media industries in your answer:

- How Hollywood dominance affects which movies get made
- How independent movies can succeed
- How technology has impacted the industry

[20 marks]