Question book

Film, Television & New Media

General instruction

- Work in this book will not be marked.

Section 1

Instructions

- Respond to **one** of the following questions.
- Respond in 800–1000 words in the response book.

Stimulus 1

Excerpt from *The Grand Budapest Hotel*, Fox Searchlight Pictures, 2014

Length: 2 minutes and 50 seconds

Context

The Grand Budapest Hotel is a 2014 comedy–drama directed by Wes Anderson, an auteur known for experimenting with nuanced production design to create an absurd style. In the film, Ralph Fiennes plays Monsieur Gustave H, a concierge of a mountainside resort in Eastern Europe. In this scene, Gustave and his young apprentice Zero are trying to clear their names after being accused of stealing a painting.

QUESTION 1

How effectively have moving-image media languages been manipulated to create mood in the excerpt from *The Grand Budapest Hotel*? Justify your viewpoint by analysing and appraising the stimulus, also considering the contexts of production and use.

OR

Stimulus 2

Mission Impeccable, Ted Baker, 2016

Length: 3 minutes and 3 seconds

Context

Mission Impeccable was part of a shopping experience by fashion retailer Ted Baker. When participating in the narrative, viewers could click on characters in the film to purchase their outfits online. The audience could also participate by scanning a QR code on any Ted Baker shop window and continue to engage through Facebook and Instagram to earn rewards.

QUESTION 2

How effectively does the *Mission Impeccable* campaign encourage audience participation and sustained engagement with the brand? Justify your viewpoint by analysing and appraising the stimulus, also considering the contexts of production and use.

OR

Stimulus 3

Saroo Brierley: Homeward Bound, Google Maps, 2013

Length: 3 minutes and 2 seconds

Context

In *Saroo Brierley: Homeward Bound*, Google Maps tells the true story of a man who searched for his family for 25 years before finding his way back home to India. Google Maps is a mapping platform offered by Google since 2005.

QUESTION 3

How effectively has Google Maps constructed representations of hope and determination in *Saroo Brierley: Homeward Bound*? Justify your viewpoint by analysing and appraising the stimulus, also considering the contexts of production and use.

References

Stimulus 1

Anderson, W. (Director). (2014). Grand Budapest Hotel [Film excerpt from 1:13:26 to 1:16:16]. Indian Paintbrush; American Empirical Pictures; Studio Babelsberg.

Stimulus 2

Ted Baker 2016 *Mission Impeccable*, (short film), https://www.youtube.com/watch?v=8FrB663mBns

Stimulus 3

Google Maps 2013 *Saroo Brierley: Homeward Bound*, https://www.youtube.com/watch?v=UXEvZ8B04bE