

SHORT RESPONSES

Discuss how *art film* are constructed to appeal to a *niche audience*.

Art Film: A term to describe foreign and independent films that do not follow the standard Hollywood emphasis on big budgets, Major stars and realist narratives. The art film is often experimental, smaller in scope and less widely distributed. Art films often are regarded as less commercial and more sophisticated than mainstream films, but this is not always the case.

A Single Man:

- Theme- 1960's & homophobia
- Appeals to:
 - the LGBTQ community
 - people who enjoy watching famous actors such as Collin Firth, Nicholas Hoult and Ginnifer Goodwin

Art films are films that differ from the standard Hollywood emphasis on big budgets, major stars and realist narratives. Unlike Hollywood films, art films have a smaller target audience as they are not created for commercial use and therefore target a niche audience. A Single Man appears to be an art film as it presents visual techniques that differ from the standard Hollywood film. We see that Mr George has just been told that his male partner has passed away and he is struggling to cope without any support. It presents the ideas of homosexuals and the nuclear family, shown in the 1960's where the 'norm' of a family was for the mother to stay home, look after the children while attending to the fathers needs as he works during the day. A Single Man aired on SBS 1 in February 2016 appealing to an older audience being on that specific channel.

A Single Man appears to have a higher budget than most art films as many major actors, as the main character is Collin Firth and many other major actors make an appearance in the film too. This makes room for a larger audience but the target audience is people of the LGBTQ community, people suffering of mental illnesses such as depression, and film goers. Mr George appears to have trouble coping to the news about his partner passing away and his partners family is blocking him out. During the phone call, he stays put together but can't take it once it ends, sadness consumes him as he runs in the rain to his friend's house. The only audio heard is the loud patter of rain even when he is screaming and crying to his neighbour. The rain represents the emotion consuming him as it's so loud, it shows there is nothing else he can think about but this sadness where people watching can sympathise and understand this feeling of dominating emotions. The next morning, he packs his things to leave but grabs a gun from a locked drawer and checks it to see there's no bullets. He puts it in his bag and goes on his way to work as a professor. This raises questions as why would he need to take a gun to a school. He also behaves unusual to the maid which she notices when he thanks her and hugs her. This shows that his unusual behaviour could be hinting towards something bad that could happen to himself. This dark story questions the values and attitudes on the typical family and homosexuals where specific audiences can appeal to.

Art films have the ability to appeal to a niche audience because it is not required to make a lot of money, they are created by directors who create the films to convey a specific theme, idea

or attitudes they wish to present. By using specific visual techniques art films can appeal to niche audiences.

Analyse how a filmmaker's style can differentiate an art film from a mainstream film.

Standard Hollywood films most of the time are made for commercial use, to gain large revenue. This is done with large budgets, usually major actors and actresses, and follow a realist narrative. Art films are created for smaller audiences and stray away from the standard 'rules' such as breaking the 4th wall, reversal of roles, sequencing and continuity of the story and where the narrative should end. Auteurs are directors considered to implement their own style within each of their films. Films created by auteurs as the standard Hollywood films don't show the style of the directors.

Discuss the impact of one wave of cinema and how it has influenced modern mainstream film.

Discuss the use of codes and conventions to convey preferred meanings in your art film production.

Discuss the impacts of media trends.

Analyse how the context of an audience can affect the interpretation of a media work.

Analyse how point of view is constructed.

Analyse how producers work within constraints.

Discuss how codes are used to challenge an audience.

Discuss the representation of values.

Analyse how media work is a reflection of the time in which it is produced.

Discuss how an audience makes meaning of media work.

Discuss the use of persuasive techniques in media work.

Analyse how media work can be used to challenge representations.

Analyse the purpose of a media work.

Discuss how conventions can be used to appeal to an audience.

ESSAY RESPONSE

Analyse the impact of control and constraints on media work.

Discuss how we interpret online media work. Refer to communication theories in your response.

Analyse the impact of new technologies such as YouTube and Netflix on the production and consumption of media work.

Discuss the impact of both diegetic and non-diegetic sound in independent film. Use direct examples from art films to justify your response.

Evaluate the role of independent media in offering cultural benefits to intended audiences.

Analyse how an auteur applies codes and conventions to create media art.

Discuss how narrative structure is manipulated to meet the expectations of a niche audience.

Evaluate the use of stereotypes to support or challenge audience values and attitudes.

Discuss how commercial and non-commercial media are constructed to make comment on society.

Explore the interrelationship between media and audience and how meaning is created

Analyse how media work influences audiences to change their perception of a topic.

Evaluate the impact of media trends on the construction of aesthetics in media work.

Examine the effect that propaganda and agenda-setting have on media content.

Analyse how a producer uses media work for the purpose of personal expression.

How does Michael Moore persuade viewers in his documentaries? Use direct examples to support your arguments.

In regard to audience, classification and controls & constraints, how does an art film differ from a mainstream Hollywood film? Use examples of both film styles to support your argument

Referring to potential omission and subjectivity, how does Bra Boys attempt to paint their subjects in a positive light? Use direct examples to justify your answer.

Stimulus Material

A Single Man, SBS 1, 21:30, 23 February 2016, 10 mins

1. Phone call about his boyfriend dying
2. Running in the dark rain to person's door
3. Sharp cut to him in front of bookshelf with phone ringing
4. Sitting on the toilet
5. Girl hammering a scale
6. Mother yelling
7. Boy finds something with metal detector
8. Mother and children all dig in the dirt together
9. Dressed up dad is standing on the porch shouting
10. Mother goes to kiss father, he wipes off the dirt & looks grumpy
11. Girl picks up a butterfly from a white flower
12. Cuts to main character
13. Girl crushes butterfly
14. Mum speaking to father irritated
15. Father puts on hat and mum kisses him goodbye
16. Mum puts something in the trash and notices the protagonist
17. Protagonist ducks
18. Cuts to phone ringing he ignores it until he gets frustrated and walks to the phone with his pants still down
19. Charlotte is in bed with messy hair smoking a cigarette & her bedside table is cluttered with a lot of stuff including alcohol before 8 in the morning.
20. Phone call ends, she looks proud and happy as she laughs to herself
21. Cuts to George unlocking a draw from a desk & takes out a gun carefully placing it on the table.
22. Checks in the barrel where no bullets are seen and he puts it into his bag along with other books.
23. Meets a maid of some sort she says he doesn't look great, he tells her she forgot to take out the bread, he explains that there's books he wants untouched.
24. He thanks her and gives her a hug, where she looks confused.
25. Car reverses out of the driveway

26. In slow motion, he drives past the house of the family he was watching from the toilet and makes a gun put of his hand and shoots and one of the boys who plays along with his toy gun and the mum waves but he drives onwards.
27. Three ladies wearing black are walking then we see them in front of the car.
28. He takes a breather in the car and fixing himself up in the mirror, he leaves the car and the shot stays on the camera longer than it needs to
29. He's walking down a path full of people walking the other way.
30. A male student waves at George next to a girl smoking on the grass he waves back.
31. He walks into a door "department of English
32. A blonde girl behind the desk tells the professor that a student asks for his address and she gave it to him
33. Camera closes up on her eyes, he says her hair looks great and it suites her she blushes. He says "you always look so beautiful and fresh and have such lovely smile." Her lips get brighter when she smiles, more red
34. END