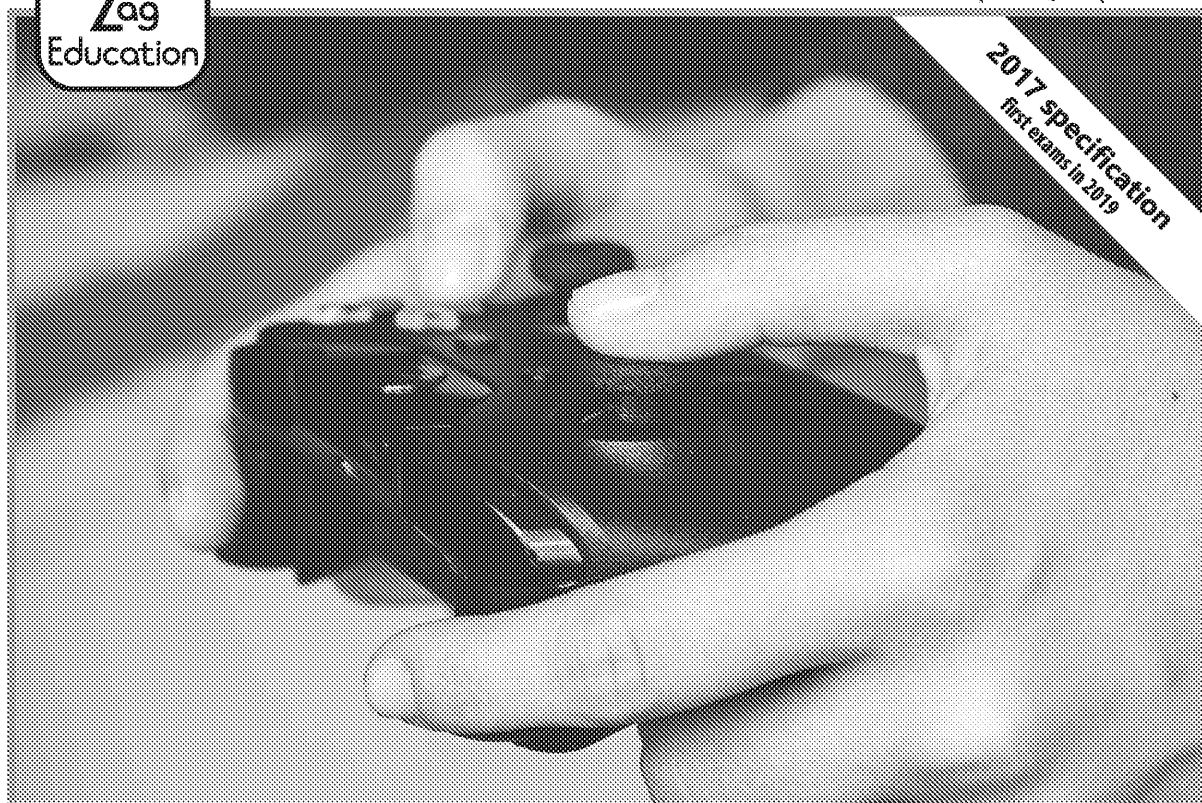




**Media Studies**

GCSE (9–1) | AQA | 8572



# Topic Tests for GCSE AQA

## Media One

Third Edition, January 2024



**Download support files**  
from [zzed.uk/productsupport](https://zzed.uk/productsupport)

[zigzageducation.co.uk](https://zigzageducation.co.uk)

**POD**  
**12524**

Publish your own work... Write to a brief...  
Register at [publishmenow.co.uk](https://publishmenow.co.uk)

Follow us on Twitter [@ZigZagMediaFilm](https://twitter.com/ZigZagMediaFilm)

# Contents

Product Support from ZigZag Education .....	ii
Terms and Conditions of Use .....	iii
Teacher's Introduction.....	1
Student Progress Grid.....	2
<b>Write-On Topic Tests .....</b>	<b>3</b>
1. Marketing and Advertising – Media Language.....	3
2. Marketing and Advertising – Representation .....	6
3. Magazines – Media Language .....	10
4. Magazines – Representation.....	13
5. Newspapers – Media Language .....	17
6. Newspapers – Representation .....	20
7. Newspapers – Industries.....	24
8. Newspapers – Audiences .....	27
9. Online, Social and Participatory Media – Media Language and Representation.....	30
10. Online, Social and Participatory Media – Industries and Audiences.....	34
11. Video Games – Media Language and Representation .....	37
12. Video Games – Industries and Audiences.....	40
13. Radio – Industries and Audiences .....	43
14. Music Videos – Industries and Audiences.....	46
15. Film Industries .....	50
<b>Non-Write-On Topic Tests.....</b>	<b>53</b>
<b>Answers .....</b>	<b>71</b>
1. Marketing and Advertising – Media Language .....	71
2. Marketing and Advertising – Representation .....	74
3. Magazines – Media Language .....	77
4. Magazines – Representation.....	79
5. Newspapers – Media Language .....	82
6. Newspapers – Representation .....	84
7. Newspapers – Industries.....	86
8. Newspapers – Audiences .....	88
9. Online, Social and Participatory Media – Media Language and Representation .....	90
10. Online, Social and Participatory Media – Industries and Audiences.....	92
11. Video Games – Media Language and Representation .....	94
12. Video Games – Industries and Audiences.....	96
13. Radio – Industries and Audiences .....	98
14. Music Videos – Industries and Audiences.....	100
15. Film Industries .....	103

# Teacher's Introduction

This resource is for use with GCSE AQA Media Studies (8572) Media One and relates specifically to the close study products for exams from 2025.



Pages from this resource which are relevant to the set products for **2024** assessment are temporarily available on the ZigZag Education Support Files system, which can be accessed via [zzed.uk/productsupport](https://zzed.uk/productsupport)

The tests can be used for monitoring the progress of students throughout the course and provide regular informed feedback on progress and learning for the teacher, students and for reporting to parents/carers. The tests can be used as end-of-topic texts, revision quizzes, exam preparation or homework.

The tests are engaging and help consolidate learning, giving students the opportunity to practice applying their knowledge. A range of question styles has been used to expose students to different question types and to give variety in the activities, as well as providing practice questions in an exam-style format.

## Remember!

Always check the exam board website for new information, including changes to the specification and sample assessment material.

Each topic test uses a range of question styles:

- Each topic test starts with factual multiple choice, tick box and **short-answer questions**, testing **factual knowledge** and **key vocabulary**. This ensures that core fundamental ideas for each topic are understood by the student. These questions allow weaker students, and students who don't enjoy extended writing tasks, to test and show their knowledge.
- Questions then increase in difficulty including **medium-length knowledge, explanation and analysis** questions. These are not in exam style, and the purpose of these is to test different elements, knowledge and skills from the specification in a variety of styles.
- At the end of each topic test there are also **exam-style questions**, requiring longer answers. This helps to prepare students for what they might meet in the exam, and to test exam skills.

Mark allocations and answers are provided, which are useful for peer- and self-assessment as well as providing you, as the teacher, an opportunity to assess students' strengths and weaknesses in order to inform the teaching and learning process.

## Specification overview table

This table can be used to identify which areas you are teaching and select the appropriate topic test to suit your needs. Tests are all 45 marks in total and aim to take approximately 45 minutes to complete. However, some tests may take slightly longer, depending on the content covered by that test.

Topic test	Topic test title	Close study product(s)	Total marks
1	Advertising and Marketing – Media Language	Galaxy, OMO, Represent	45
2	Advertising and Marketing – Representation	Galaxy, OMO, Represent	45
3	Magazines – Media Language	<i>Tatler, Heat</i>	45
4	Magazines – Representation	<i>Tatler, Heat</i>	45
5	Newspapers – Media Language	<i>Daily Mirror, The Times</i>	45
6	Newspapers – Representation	<i>Daily Mirror, The Times</i>	45
7	Newspapers – Industries	<i>Daily Mirror, The Times</i>	45
8	Newspapers – Audience	<i>Daily Mirror, The Times</i>	45
9	OSPM – Media Language and Representation	Marcus Rashford	45
10	OSPM – Industries and Audience	Marcus Rashford	45
11	Video Games – Media Language and Representation	Kim Kardashian: Hollywood, Lara Croft Go	45
12	Video Games – Industries and Audience	Kim Kardashian: Hollywood, Lara Croft Go	45
13	Radio – Industries and Audience	Radio 1 Launch Day. <i>The Tony Blackburn Breakfast Show</i> (1967), KISS Breakfast	45
14	Music Videos – Industries and Audience	Arctic Monkeys, Blackpink	45
15	Film – Industries	<i>Black Widow</i> (2021), <i>I, Daniel Blake</i> (2016)	45

January 2024

Third Edition, January 2024

Amendments have been made to the resource so that it is relevant to the set products for exams from 2024 and 2025.

# Student Progress Grid

Students should complete the relevant sections of this grid before and after every progress and identify any areas for further study.

Test number	Topic	Close study products					
			Not very confident	Average confident	Very confident	Score out of 45	Not very confident
1	Advertising and Marketing – Media Language	Galaxy, OMO, Represent					
2	Advertising and Marketing – Representation	Galaxy, OMO Represent					
3	Magazines – Media Language	Heat					
4	Magazines – Representation	Tatler Heat					
5	Newspapers – Media Language	Daily Mirror The Times					
6	Newspapers – Representation	Daily Mirror The Times					
7	Newspapers – Industries	Daily Mirror The Times					
8	Newspapers – Audiences	Daily Mirror The Times					
9	OSPM – Media Language and Representation	Marcus Rashford					
10	OSPM – Industries and Audience	Marcus Rashford					
11	Video games – Media Language and Representation	Kim Kardashian: Hollywood, Lara Croft Go					
12	Video Games – Industries and Audience	Kim Kardashian: Hollywood, Lara Croft Go					
13	Radio – Industries and Audience	Radio 2, the Tony Blackburn Breakfast Show (1967), KISS Breakfast					
14	Music Videos – Industries and Audience	Arctic Monkeys, Blackpink					
15	Film – Industries	Black Widow (2021), Daniel Blake (2016)					

Before completing the test

After completing the test

INSPECTION COPY

COPYRIGHT  
PROTECTED



## 1. Marketing and Advertising – Media Language

Q1. When was the OMO advert published?

.....

Q2. What is an enigma?

.....

.....

Q3. Find and correct three errors in this sentence.



Q4. List three generic codes and conventions that are used in the OMO advert

a) .....

b) .....

c) .....

Q5. Briefly explain two reasons why the Represent advert can be considered a

a) .....

.....

b) .....

.....

Q6. Which of these phrases best describes the message of the Galaxy advert?

Tick one box to complete the sentence.

*Galaxy chocolate...*

☐

a) ... makes you fall in love.

☐

b) ... makes you more attractive.

☐

c) ... makes you feel special.

Q7. Briefly explain why the Galaxy advert was considered new/unusual when it

.....

.....

INSPECTION COPY

COPYRIGHT  
PROTECTED



Q8. Fonts can be serif or sans-serif. Give one connotation of each font type.

Serif: .....

Sans-serif: .....

Q9. Which of these options best describes the colour palette in the Represent advert?

☐

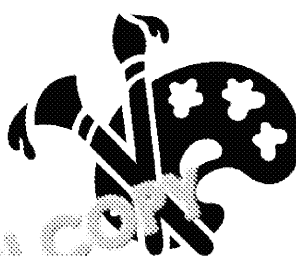
a) rich, saturated, bright

☐

b) neutral, colourless, plain

☐

c) dark, dim, shadowy



Q10. Describe the colour palette used in the OMO advert. Give one reason why it has been used.

Colour palette: .....

Reason: .....

Q11. Identify two aspects of the layout/composition in the OMO advert. Briefly describe the purpose/effect of each.

**Layout/composition**

**Purpose/effect**

a) .....

.....

b) .....

.....

.....

Q12. Complete the table with connotations about the Represent advert.

Denotation	Connotation
a) The rooftop setting	
b) Grime/rap soundtrack	
c) Lady Leshurr	
d) The empty chairs	

COPYRIGHT  
PROTECTED



Q13. Identify two intertextual references in the Galaxy advert. Briefly explain the

**Intertextual reference**

**Connotations**

a) .....

.....

.....

.....

b) .....

.....

.....

.....

Q14. Propp suggests all narratives have a hero who is on a quest. Who is the hero in the OMO advert? Briefly justify your choice for each answer.

a) The hero in the OMO advert is .....

.....

b) The hero in the Galaxy advert is .....

.....

c) The hero in the Represent advert is .....

.....

Q15. How far do the OMO advert and the Galaxy advert illustrate the idea that gender changes over time?

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

**COPYRIGHT  
PROTECTED**



## 2. Marketing and Advertising – Representation

Q1. Define the term 'patriarchy'.

.....

.....

Q2. Circle the word 'True' or 'False' for each sentence. If you think the sentence is

a) Stereotypes are repeated so often in the media that people start to believe them.

True / False .....

b) Advertising represents reality in an unbiased way.

True / False .....

Q3. Find and correct two errors in this sentence.

The Galaxy advert used the celebrity Audrey Hepburn and the setting of the  
Hollywood glamour and romance of the 1920s.

Q4. Define the term 'dominant ideology'.

.....

.....

Q5. Identify two social groups that are under-represented in **both** the OMO ad

a) .....

b) .....

Q6. For each context, say which advert it has influenced the most, and which type of

Context	Which advert (OMO, Galaxy or Present)?	Why?
Grime and rap music are now popular		
It is now more common for people to have a washing machine in the home in the 1950s		
Romantic Hollywood films		
Lack of blood donors from some ethnic groups		

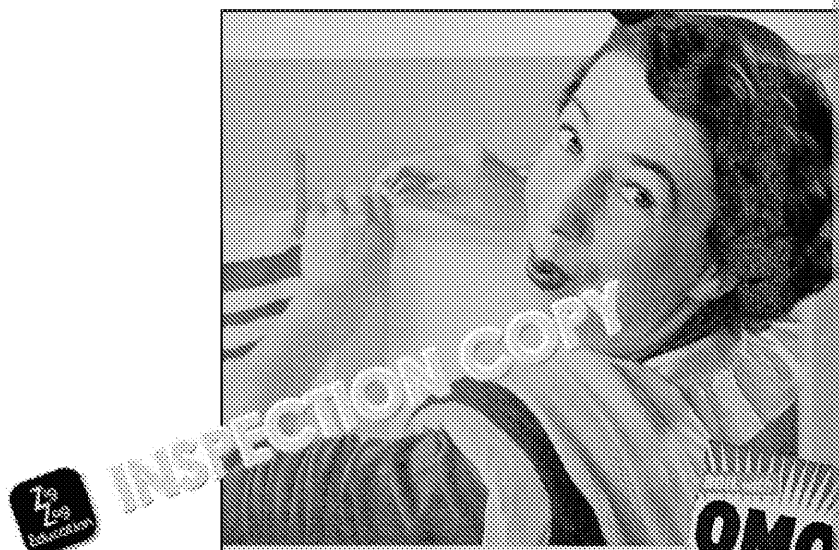
INSPECTION COPY

COPYRIGHT  
PROTECTED





- Q7. Look at the image of the woman for the OMO advert. Label the image with what the woman has been constructed to represent her as **ordinary**.



Woman's Own Magazine: © IPC Media, 1955

- Q8. Look at the image from the Galaxy advert. Complete the denotations and connotations. The first one has been done for you.

**The bus**

Denotation: *old style*

Connotation: *set in the past/1950s or 1960s*

**Hepburn**

Denotation:

Connotation:



Audrey Hepburn Galaxy Ad: © Mars, Incorporated, 2011

**The setting**

Denotation:

Connotation:

COPYRIGHT  
PROTECTED





- [illegible]

INSPECTION COPY

**COPYRIGHT  
PROTECTED**



## 1. Marketing and Advertising – Media Language

Q1. When was the OMO advert published?

Q2. What is an enigma?

Q3. Find and correct three errors in this sentence.

The 'Represent' advert was produced in 2006 for Lady Leshurr to help promote ethnic audiences.

Q4. List three generic codes and conventions that are used in the OMO advert.

Q5. Briefly explain two reasons why the Represent advert can be considered a

Q6. Which of these options best describes the message of the Galaxy advert? Choose a box to complete the sentence.

*Galaxy chocolate...*

- a) ... makes you fall in love.
- b) ... makes you more attractive.
- c) ... makes you feel special.

Q7. Briefly explain why the Galaxy advert was considered new/unusual when it

Q8. Fonts can be serif or sans-serif. Give one connotation of each font type.

Q9. Which of these options best describes the colour palette in the Represent

- a) rich, saturated, bright
- b) neutral, colourless, plain
- c) dark, dim, shadowy



Q10. Describe the colour palette used in the OMO advert. Give one reason why it have been used.

Q11. Identify two aspects of the layout/composition in the OMO advert. Briefly explain the purpose/effect of each.

Q12. Copy and complete the table with connotations about the Represent advert.

Denotation	Connotation
a) The rooftop setting	
b) Grime/rap soundtrack	
c) Lady Leshurr	
d) The emcee	

Q13. Identify two intertextual references in the Galaxy advert. Briefly explain the

Q14. Propp suggests all narratives have a hero who is on a quest. Who is the hero in each advert? Briefly justify your choice for each answer.

Q15. How far do the OMO advert and the Galaxy advert illustrate the idea that culture changes over time?

INSPECTION COPY

COPYRIGHT  
PROTECTED



## 2. Marketing and Advertising – Representation

- Q1. Define the term 'patriarchy'.
- Q2. Identify if the sentences below are 'True' or 'False'. If you think the sentence is 'True', write 'True'. If you think it is 'False', write 'False'.
- Stereotypes are repeated so often in the media that people start to believe them.
  - Advertising represents reality in an unbiased way.

- Q3. Find and correct two errors in this sentence.

The Galaxy advert used the celebrity Audrey Hepburn and the setting of the Hollywood glamour of the 1920s.

- Q4. Define the term 'dominant ideology'.
- Q5. Identify two social groups that are under-represented in **both** the OMO and Represent adverts.
- Q6. Copy and complete the table below. For each context, say which advert it is and which type of context it is.

Context	Which advert (OMO, Galaxy or Represent)?
Grime and rap music are popular	
It became more common for people to have a washing machine in the home in the 1950s	
Romantic Hollywood films	
Lack of blood donors from some ethnic groups	

- Q7. Look at the image of the woman for the OMO advert. State three ways in which the image of the woman has been constructed to represent her as **ordinary**.

Woman

- Q8. Look at the image from the Galaxy advert. Briefly explain the denotations and connotations below. *The first one has been done for you.* [6]

- **The bus**
  - Denotation: *old style*
  - Connotation: *set in the 1950s or 1960s*
- **The two men**
- **The car**
- **The setting**

Audrey Hepburn

- Q9. a) Give two examples of ways in which the Galaxy advert presents a patriarchal society.  
b) Give two examples of ways in which the Galaxy advert presents femininity.
- Q10. Can today's audiences respond to the OMO advert in the same way as the Represent advert? Explain why / why not.
- Q11. How far do you think the Represent advert challenges stereotypes?

INSPECTION COPY

COPYRIGHT  
PROTECTED



## **Preview of Questions Ends Here**

---

This is a limited inspection copy. Sample of questions ends here to avoid students previewing questions before they are set. See contents page for details of the rest of the resource.

## 14. Music Videos – Industries and Audiences

Q1. Answers such as: [2]

- Independent record company: a smaller record company that is not part of a major record company
- Major label record company: a big record company that is part of a major media conglomerate

Q2. [4]

Change	Effect on the music industry
1980s – MTV became widespread	Music videos became very important to artists and artists began to produce them
1990s to 2000s – Home PCs and the Internet became widespread, with sites such as Myspace	Myspace and artists' websites became important for promoting music, information and fan interaction
2000s – YouTube and other video sharing sites became popular	MTV and other music television declined in popularity, while videos 'on demand' became more popular
2010s – Smartphones have become widespread	Almost all artists now have Twitter, Facebook, etc. as a key way to communicate with fans

Q3. Any four points such as or similar to, with other valid points accepted: [4]

- Regulation through age ratings only applies to a small number of videos, such as those from artists/bands who are signed to major record labels.
- The BBFC gives age ratings to a limited number of music videos, in an attempt to control harmful or offensive images.
- Age ratings are only advisory and it is difficult to enforce them
- Age regulation is difficult because videos are available across a wide number of national boundaries, meaning that they aren't subject to the laws of a particular country
- Access to sites such as YouTube is not regulated. While children are supposed to be protected, such as Facebook and Instagram, in reality, this is rarely policed or enforced.
- Access to social media and online websites of music artists is accessible to any smartphone/computer/tablet, etc.

Q4. Any four reasons, on either side such as or similar to: [4]

Authentic bands are better / more successful

- Authentic bands tend to have more critical acclaim and more respect in the music industry as more genuine and as artists.
- Authentic bands can be seen as superior because they have artistic control over their own music
- Authentic bands are often seen as the 'music of the streets'
- Authentic bands often have to work harder for their initial success, and to get more committed
- Authentic bands form by themselves and have usually played together for a while before signing a record label, so may be better musicians
- Manufactured bands can be seen as 'puppets' or as 'soulless'

Manufactured bands are better / more successful

- Manufactured bands often find commercial success quickly because the manager uses big budget promotional techniques to market to a pre-existing audience
- Many manufactured bands have become enormously successful and gained millions of fans
- Members of manufactured bands may be musically talented, or they may be talented in other ways, such as marketing or social media
- Manufactured bands are usually put together to meet an existing need or to fill a gap in the market

Q5. [6]

- The primary audience group for Arctic Monkeys tends to be white **males** who are from the north of England, and who prefer **indie** music.
- The primary audience group for Blackpink tends to be **females** who are about 15-25 years old and like **mainstream** music.

INSPECTION COPY

COPYRIGHT  
PROTECTED



Q6. [8]

	Information	Entertainment
a) Because they see themselves as a fan of the band		
b) To be able to talk to their friends about the video		
c) To keep up to date with what their favourite band is doing/wearing	✓	
d) Enjoying the narrative and intertextuality of the video		✓
e) Enjoying the novelty of watching something new		✓
f) Because they admire the band members and want to be more like them		
g) To find out about the band members' latest clothes or hairstyles	✓	
h) Because they have been a fan for a long time and they know the members		

Q7. One reason for each need, such as or similar to: [4]

How does online/social media fulfil the need for **information** better than a music video?

- Information is regularly updated
- Websites host text, images, video and audio, so information can be fuller and more detailed
- The number and size of pages is not limited so websites can host a lot of information about a band, including music, promotions, awards, appearances, merchandise and so on
- Websites can archive past pages so information can be held for a long time as well as being up-to-date
- Social media can provide information about the band members' private/personal lives
- Social media can be updated several times a day, giving a continuous flow of information about what the band members are doing

How does online/social media fulfil the need for **entertainment** better than a music video?

- Websites and social media provide entertainment through up-to-date and free information/posts/images
- Up-to-date videos and audio may be hosted or links provided
- There may be entertainment provided through following the day-to-day life of the band members, where they are going, who they interact with and so on

How does online/social media fulfil the need for **personal identity** better than a music video?

- Audiences may use social and participatory media to find out more about the band members and identify more closely with them
- Social and online media provides extensive imagery of clothes, hairstyle, style or copy
- Social and online media provides a lot of opportunities to find out more about the band members and self-identify as a fan or follower

How does online/social media fulfil the need for **companionship** better than a music video?

- Regular updates on social media allow audiences to invest in the day to day life of the band
- Social media provides an opportunity for interaction with band members and other fans through comments, tweets/posts, through sharing memes or in fan groups
- Audiences may use social and participatory media to communicate with band members and establish a connection to them
- Audiences may use social and participatory media to communicate with other fans and form fan groups
- Regular updates on social media provide plenty of material for conversations

Q8. [3]

- Dominant
- Oppositional
- Negotiated

INSPECTION COPY

COPYRIGHT  
PROTECTED





Q9. Each bullet point below may be worth 2 or 3 marks if there is enough explanation of close study products. Answers should also include some justified conclusions about Videos. Answers may argue for one side or take a balanced view. Answers may include points

Videos are important because:

- The video is often the first and sometimes the only way the audience can see attitude, all of which are very important to a band's success.
- YouTube is one of the most important platforms for bands.
- Many people don't buy physical albums anymore, so cover art can't convey the
- The Arctic Monkeys' video for 'I Bet You Look Good on the Dancefloor' was called 'video' to show the band performing the song and to give an impression of the musicians. It was filmed in a small studio. The band hired old cameras from the old in style. The intention was to make it look like a recording from a 1970s art called *The Old Grey Whistle Test*.
- The Blackpink video for 'How You Like That' was also designed as a performance in turns to lip sync the lyrics of the song, and perform choreographed dance scenery, costumes and props to cement their images as feminine, attractive performers.

How do videos address a specific target audience:

- The video for 'How You Like That' is constructed to make fans want to be like a member has their own style, costumes and setting, and they each get a turn to dance routines, and will want to copy these. The costumes provide beauty and a combination of lights, costumes, sets and props in the high-budget music video.
- The Arctic Monkeys' video is designed to appeal to an audience group who like to feel they are seeing or even discovering a real band, with real raw talent, and the choreographed nature of more overproduced videos.

Reasons why music videos can be seen as less important:

- It is possible to suggest that music videos are not the most important way a band can connect with their fans.
- Social media may be regarded as more important.
- The Arctic Monkeys grew their fan base through the social media site MySpace in the 2000s. While their music videos were important, they already had a fan base through social media and MySpace.
- Blackpink use social media to connect with their fans. The group's Instagram and the members each have a huge following (Jisoo's Instagram has around 7 million followers). Their social media posts are monitored and crafted by YG Entertainment to use their social media profiles extensively to share images of themselves with fans. This provides a closer, more continuous and more direct way of connecting with fans than a music video.
- In all aspects of the uses and gratifications theory, social media may be seen as a more effective way of connecting with an audience than a music video.

COPYRIGHT  
PROTECTED



## 15. Film Industries

- Q1. a) Answers such as: [1] where more than one media product is based on the same story  
b) Answers such as: [1]  
• a film that is very successful  
• a high budget high profile Hollywood film expected to make a lot of money
- Q2. a) One of: [1]  
• Marvel / Marvel Studios  
• Disney / Walt Disney  
b) One of: [1]  
• BFI / British Film Institute  
• BBC films
- Q3. [1]  
A. \$200 million
- Q4. [6]  
a) Hollywood  
b) Independent  
c) Independent  
d) Independent  
e) Hollywood  
f) Independent
- Q5. [6]

	Black Panther
a) Filmed in Norway, Morocco and Budapest	
b) Filmed on location in the North East of England	
c) Took over \$8 million at the box office on its initial release	
d) Won the Palme d'Or at the Cannes Film Festival in 2016	
e) Took over \$80 million at the box office on its opening weekend	
f) Directed by Ken Loach	

- Q6. [10]

Stage	One example for each stage, such as
1. Development	Developing ideas / finding finance / negotiating rights
2. Pre-production	Casting / hiring crew / finding locations / building sets / props
3. Production	Filming
4. Post-production	Editing / editing sound / editing visual images / CGI / adding special effects
5. Distribution	Showing film in cinemas / showing the film at festivals / releasing the DVD or Blu-ray / releasing soundtrack

- Q7. [2]  
The BBFC is responsible for giving age ratings to films in the UK. *1, Daniel Blake* has a rating of *18* for strong language. *Black Widow* has an age rating of *15* for frequent violence.

- Q8. Any two such as or similar to: [2]  
• To protect children / young people from seeing harmful material  
• To indicate to parents what to expect from a film  
• To help parents make an informed choice about viewing a film
- Q9. 2 marks for each of any two reasons with a brief explanation such as or similar to:  
• Hollywood was one of the earliest film industries, as it began in the 1890s; it was ahead of many other country's film industries  
• Hollywood has the wealth and reputation to attract talent and skills in performance from all over the world  
• Hollywood produces a huge number of films which are exported across the world, setting what films should be like, or developing expectations about what films should be like  
• Hollywood is one of the wealthiest film industries in the world, generating more money than any other film industry (at the moment)

INSPECTION COPY

COPYRIGHT  
PROTECTED



Q10. [10]

*Black Widow* is a high-budget Hollywood film:

- It was produced by Marvel Studios and distributed by Disney Studios. Both have huge budgets, and global brand reach and recognition, which makes success more likely.
- As part of a major franchise, the film has a recognisable brand which generates publicity and brings an inherited fan base from previous films, and guarantees it publicity.
- As a large and very successful franchise, Marvel films can attract the best talent and technical/production skills.
- It stars Scarlett Johansson, Florence Pugh and Rachel Weisz. As A-list stars, they bring publicity to the film, and almost guarantee a certain level of ticket sales.
- Hollywood films such as *Black Widow* get a huge budget for marketing, which includes a large marketing campaign, including a teaser trailer, press interviews, featurettes, a radio campaign and many posters using the recognisable Marvel logo. There were also multiple TV spots.
- As part of franchise, it has to live up to audience expectations and be mainly about action; this can limit the writers' and director's creativity and risk-taking.

*I, Daniel Blake* is a low-budget independent film:

- *I, Daniel Blake* is Loach's highest-earning film, grossing over \$12 million at the box office, but very little compared to many Hollywood films.
- *I, Daniel Blake* doesn't use celebrity actors or expensive special effects which are typical of Hollywood.
- Loach is a well-known director with an established fan base which almost guarantees success.
- *I, Daniel Blake* had a much lower budget but was still promoted in some traditional ways, such as a film poster. It also had a website and a Twitter feed which are low-cost options.
- *I, Daniel Blake* received a lot of critical acclaim, in the press, with film reviews and awards.
- It won the Palme D'Or (Cannes 2016) and a BAFTA for 'Outstanding British Film'.
- As an independent film, *I, Daniel Blake* had a limited distribution, showing in a limited number of cinemas, which limits the exposure for the film.
- As an independent film by a 'star' director, *I, Daniel Blake* can be innovative, taking risks, unlike generic films made by Hollywood; independent films often have greater creative freedom.

INSPECTION COPY

COPYRIGHT  
PROTECTED



## **Preview of Answers Ends Here**

---

This is a limited inspection copy. Sample of answers ends here to stop students looking up answers to their assessments. See contents page for details of the rest of the resource.