GCSE Film Knowledge Organiser – Term 1

Key Words	Social and Cultural Context	Industry/Economic Context
Context – time in which something is made **Social** – context which looks at social groups/society **Industry** – a large company, such as a film company **Connotation** – hidden meaning **Denotation** – literal meaning **Objectification**- treating a person as an object or thing **Representation**- how something is shown **Stereotype**- a generalised representation of a social group **Demographic-** an audience **Psychographics** – audience profile **Cinematography-** everything within the film **Conventions-** what makes a film a film **Ideology**- an idea or belief **Produce**- how something is made **Distribute** – how it is given to audiences **Market**- group of consumers **Dominated**- important	Films which are made, reflect the time period in which they are made. Social and cultural contexts influence how the films look, the representations within in it and the ideologies they convey. **1940s** Social – women supported during the War in manual roles but were then but back into the home. Cultural – family, religion and trying to grow following the economic decline of the Great Depression of the 1930s. **1950s** Social – women inferior to men and were confined to the home; domesticated wife Cultural – development in home appliances meant more women were confined to home as men bought these for their wives. Films were still mainly in black and white, but colour was emerging (expensive) **1960s** Social – women's liberation movement – more women campaigned for equality; women can now go to university and get an education. Women still seen as inferior to men. Lots of activism happening in society; ethnic minority groups still absent from major films – if used they are stereotyped; films in colour is production could afford it 007 **1970s** Social – men were reclaiming their masculinity – the new sophisticated man. Women were still objectified but had some more quality with roles in films Cultural **–** more women getting leading roles in films, although still objectified. Martial arts and the emergence of action films paved way for the action film genre. Bond became popular; oil embargo; films in colour **1980s** Social –same attitudes towards ethnic minority groups, although women were becoming more popular in film Cultural – economic boom of the 80s in the stock market meant that young men/women were earning good money in the finance sector. Whilst in the UK lots of poverty due to high unemployment rates; rioting in London. Mobile phones, computers and technology is evolving.	This explores the financial element of film and how the economic structure of the film industry impacts on how the film was made. For example, if the film is a Hollywood film, it is likely it was made in a studio with a large budget. - **Hollywood Film** – emerged in the 1920s and became the home of film - Most films were filmed in Hollywood studios in USA - Big budgets and famous cast members - Conglomerate film companies such as Warner Brothers, Colombia etc are big companies which also produce and distribute films **Ownership** – conglomerates own production companies and distribution companies. These are very powerful.
	Intro to Film	**Studio systems**
	Cinematography - Lighting - High key lighting – bright and fake, which looks clinical - Low key lighting – moody, creates atmosphere - Close up – shows a characters face and their emotions	*The Big 5:* **Vertical Integration**: describes ownership and control. Hollywood controlled the flow of product through the entire market. They controlled production, distribution, and exhibition.

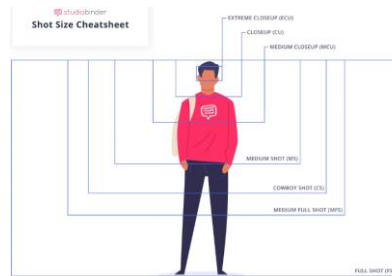|		
Independent- without constraints of big companies **Blockbuster**- big films with huge budgets **Genre** - The style or category of the film **Iconography**-The images or symbols associated with a certain subject **Mise-en-scène** -Literally, 'what is in the frame': setting, costume & props, colour etc.	• Extreme close up – shows a part of characters face/body • Mid shot – used when characters are talking on screen • Mid-long shot – shows characters head down to their legs which could be used when characters are talking and walking • Long shot – full body of character • Wide shot – shows the setting and the atmosphere • Panning – camera moves from left to right • High angle – camera is placed high and looks down on the subjects • Low angle – camera is placed low and looks up at the subject • Framing – how the subject is placed in the screen (centre or left etc) **Shot Size Cheatsheet** **Mise en Scene** • Costume, lighting, props, setting, locations **Editing** • Cut – cuts from one scene to the next • Dissolve – the shot dissolves away into the next one • Fade – fades on screen from black to white, for example • Special effects – added in at editing stage (explosions etc. **Sound** • Diegetic – natural sounds (speaking and sounds in background) • Non-Diegetic – un natural sound which has been added in (music and special effects)	**Oligopoly:** 'a market or industry is dominated by a small number of sellers'. 'Assembly line' films. **Entertainment factory**: each studio had its own 'style' this included stars