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91493



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SUPERVISOR'S USE ONLY

## Level 3 Media Studies, 2014

### 91493 Demonstrate understanding of a relationship between a media genre and society

9.30 am Friday 28 November 2014  
Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of a relationship between a media genre and society.	Demonstrate in-depth understanding of a relationship between a media genre and society.	Demonstrate perceptive understanding of a relationship between a media genre and society.

Check that the National Student Number (NSN) on your admission slip is the same as the number at the top of this page.

**You should write an essay on ONE of the nine statements in this booklet.**

If you need more room for any answer, use the extra space provided at the back of this booklet.

Check that this booklet has pages 2–12 in the correct order and that none of these pages is blank.

**YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.**

**Achievement**

**TOTAL**

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## INSTRUCTIONS

Choose ONE **media genre** that you have studied.

Discuss the **relationship** between your chosen media genre and society by responding to ONE of the statements below.

*Note: 'Society' refers to a community in a specific time and place, or the audience for a genre.*

You may agree and/or disagree with your chosen statement.

You must respond to your chosen statement.

## STATEMENTS (Choose ONE)

The statements below relate to aspects of a media genre.

1. Genre is not set in stone.
2. Genre and identity are closely linked.
3. Genre is really about money.
4. Genre changes society.
5. Specific events lead to changes in genre.
6. Genre does not reflect indigenous culture(s).
7. Genre and technology are closely linked.
8. Genre has historical significance.
9. Genre shows society what it wants to see.

In your essay, you should focus on the relationship between your media genre and society by:

- explaining the **relationship** between your chosen media genre and society
- explaining the **impact** of this relationship on your chosen media genre and/or society
- drawing conclusions about the **wider significance** of this relationship by including **relevant, specific supporting detail** from at least THREE media texts, and any evidence from other sources.

Write your chosen media genre, society, and statement number on page 3.

Plan your essay on page 3.

Begin your essay on page 4.

Media genre: HorrorSociety: 1950's

Statement number:

9

Note: Responses made in this space may be used as evidence for assessment.

### PLANNING

Explanation of the **relationship** between your chosen media genre and society:

\* Films: Reflect Communism and scientific experimentation  
↳ shows the fear for audiences.

\* Attack of the Crab Monsters → 1957, Invasion of the body snatchers  
1956, The incredible shrinking man → 1957, The Blob 1958

The **impact** of this relationship on your chosen media genre and/or society:

\* Societal fears reflected

↳ Everything will be alright in the end.

\* Isolated settings + Musical cues → Everything is closer than it seems.

\* New target market → Teenagers.

"Genre shows  
what society  
wants to see"  
↳ Hope.

"A genre defines a moral and social world"

The **wider significance** of this relationship: Implications

\* New target audience → Teenage market

\* Development of techniques into Scaring people

\* Lasting impact on films today.

\* Societal fears reflected → Deeper connection with target audience.

\* Events in society reflected → All around the target audience.

You must respond to your chosen statement.

The suggested maximum for your essay is 800 words (6–7 pages). The quality of your writing is more important than the length of your essay.

Support your discussion by **drawing conclusions** with **relevant, specific supporting detail** from at least THREE media texts, and any evidence from other sources.

Begin your essay here:

Horror as a genre was a developing and changing part of film during the 1950's. As the 1950's was also a developing genre, societal fears of Communism and Scientific experimentation were clearly reflected in films of the time. These societal fears were reflected in the films of Attack of the Crab Monsters in 1957, The Incredible Shrinking Man also released in 1957, Invasion of the Body Snatchers 1956 and The Blob 1958 which all reflected the societal fears of Communism and Scientific experimentation for 1950's audience. I agree with the statement, "Genre shows Society what it wants to see" as the films mentioned successfully do this by providing a new found sense of hope for audiences and leave a lasting impact on audiences that everything that is happening in the Society around them would turn out to be alright re-enforcing hope being installed. This essay will address the relationship between Horror and the societal fears of Communism and Scientific experimentation, the impacts on the genre and audiences and the significance impacts that 1950's horror left on the audience and the wider society.

As mentioned, 1950's was a developing and changing society that started to create new expectations. Coming from a post-war state after World War two, American 1950's Society saw the development of many impactful things that are still evident in our society today. The word, Teenager was introduced in the

1950's and this saw a rapid growth in teenagers form of entertainment and opportunities including being able to earn money and drive in the cities. Television was also introduced in black and white during the 1950's providing a new form of media entertainment for many families than in previous years during the war. Rock and Roll was introduced by Elvis Presley, allowing a new music vibe for teenagers and the civil rights movement began to revolutionized. 1950's Society was a changing and developing society that still has significance in society today through teenagers, television and Rock and Roll, all important parts of the 1950's.

As the 1950's was developing and changing, societal fears arose around Communism and Scientific experimentation. Films of the time reflected these fears which seeded the initial fear deeper for audiences consuming these films. Scientific experimentation was an influential and impactful fear during the 1950's and the fear arose after the end of World War Two when America dropped the atomic bomb. The two atomic bombs were dropped on Hiroshima and Nagasaki in order to influence the Japanese to surrender in order to end World War Two. The Americans were successful with these bombings but it ~~had~~ led to the societal fear of Scientific experimentation as the lasting effects of radioactive fallout was broadcasted across America through television leaving a lasting impact of fear for audiences consuming the influential films of this societal fear. Attack of the Crab Monsters and The Incredible Shrinking Man both released in 1957 show and reflect this increased societal fear of Scientific experimentation both on a Crab and a human being. Both of these films would have provided an outlook and a different perspective of the fear of

Scientific experimentation and would have provided a new sense of hope and reassurance that everything would turn out alright in the end.

Attack of the Crab Monsters directed by Roger Corman was released in 1957 and reflects the fear of Scientific experimentation through mutated crabs, a direct effect of the H-1 bomb testing in the Pacific during the 1950s. Set on an isolated island, Attack of the Crab Monsters clearly reflects the major effects of Scientific experimentation as Corman has created the crabs to consume their victim and then take on their personalities and personal traits. However, these Crab creatures were made out of paper mache so it took away the realism of Crab creatures really existing. In the end of the film, the final scientist executes himself and the last crab thus re-enforcing that mankind is safe again, again installing hope into audiences consuming this film at the time. The quote "Everybody Wonders. They just don't like to talk about it" clearly reflects the impact and effects of Scientific experimentation for audiences of the time through Attack of the Crab Monsters and the implicit effect that Corman created for audiences consuming this film, which left audiences wondering whether mankind was safe or whether the mutated crab still lurked within the darkness of society.

The Incredible Shrinking Man directed by Jack Arnold was also released in 1957 and again shows the effects of radioactive fallout but instead of a living creature, the effects are shown through the human character of Scott Carey, which provided a direct emotional link for audiences consuming this film. During the duration of the film, Scott becomes smaller because of

this radioactivity fallout until he is unable to be seen by anyone. fighting his way through a house cat and a spider in order to still exist and to still be in society, audiences consuming this film would have had a deeper and more fearful understanding of scientific experimentation as Scott is a projection of the audience on screen, installing more fear of growing smaller and to the point where they don't exist anymore. A key quote that reflects this is "That to God there is no zero. I still exist" showing that even though Scott has become to the point of no existence, ~~he still exists~~ to the world, he still is alive allowing audiences a sense of hope and wonder as Jack Arnold leaves it as an open ended ending allowing the audiences to make their own assumptions about what really happened to the existence of Scott Carey.

As well as scientific experimentation, Communism was a developing issue that created impact for audiences of the time to fear that Communism would develop and take over their own personal society. The Rosenberg Trials of 1955 started to increase the fear of Communists existing in the audiences own personal society creating impact to be seeded when the audiences were consuming the films. These trials saw the Rosenbergs being hung for trading military secrets to Russia in exchange for money. This then sparked Senator Joseph McCarthy who claimed to have a list of over 200 Communists in America including Walt Disney. However, his list was never published but the controversy surrounding it increase societal fears that the audiences friends, family and close neighbours could be communists reflected in the films of Invasion of the Body Snatchers 1956 and The Blob 1958, two films that showed the direct effect of Communism to 1950s audiences

and provided, just like the scientific experimentation films, a sense of hope and reassurance that the problem of Communism would be resolved reflecting what people in society were seeking as an escape away from the everyday societal fears.

Invasion of the Body Snatchers released in 1956 was directed by Don Siegel and reflected the quick and demoralizing effects that spread rapidly throughout a small isolated town. Called the "Red people", these representations of Communism spread rapidly throughout the town leaving people emotionless that happened when they fell asleep. The assumption of this representation for audiences of the time was that Communism once it had taken over, would change the effect person as it is represented in the film. The quote: "They're already here! You're next! You're next! You're next!" reflects the quick rapid spread of Communism which would have installed a deeper impact a fear that Communism is all around the target audience and therefore would quickly take over the audience's own personal society. Siegel leaves the ending open ended as Arnold did with The Incredible Shrinking Man allowing the audience to wonder whether Communism had been contained or whether it was still quickly spreading to take over their society installing more fear from this societal problem of Communism.

The Blob was another influential Communism horror film of the 1950s. Released in 1958 and directed by ~~Irvin~~ Irvin Yewarth, The Blob was created with a dominant red colour that links to the societal problem within Communism of the red scare which involved the Soviet Union and Russia gaining military and radioactivity warfare leading to fear to grow in America.



of possible invasion from these superpowers. The Blob unlike other horror films was filmed in colour adding to the significant and dominant red colour of the creature as most horror films were filmed in black and white increasing the fear of Communism further through this film. The Creature of The Blob was cleverly used by Yeaworth to consume people of importance and of low worth in society symbolised by the deaths of an old man and a mechanic. The Blob at the end is dropped into the arctic but like Sigel and Arnold, Yeaworth again leaves it open ended with a question mark in order for the audiences to make their own assumptions to what really happened to The Blob. This film was an influential film of Communism as symbolised by the red of the monster, quickly grew and consumed linking to the quick growth and consumption of Communism within the audience's society which installed more fear that Communism was around the target audience both directly and indirectly and that Communism was quickly growing and beginning to consume the society of America during the 1950s.

All of these films (Attack of the Crab Monsters, The Incredible Shrinking Man, Invasion of the Body Snatchers and The Blob) all clearly reflect the growing and developing societal fears of Communism and scientific experimentation and also clearly reflect the hope and escape that these films provided for audiences as an escape from their everyday lives and to be consumed into a world where everything would be resolved in the ending sequences and a world where the problems that existed for the audience in their own society would disappear and be replaced by the fear of the characters directly in the film creating an emotional

Connection for the audience towards the character's fear within the film. In all of these films also, Isolated settings are used to deepen the character's fear in order to reflect the audience's own personal fear of the societal problems during the 1950s.

As society changes, Genre further develops to fit with changing societal fears and current social issues that exist in society. This is evident between the relationship of 1950s society and horror as a genre. Most horror films during the 1950s were created to reflect the societal fears of Communism and Scientific experimentation and to install a new found fear of these societal fears for audiences consuming the films. Horror developed from the 1940s during the war where people wanted to be scared because of the realism of war happening in their society into people wanting to escape the piling and demoralizing issues that existed during the 1950s. As these people were looking for this escape, horror directors of the 1950s directly targeted that audience in order to provide that escape from society but also to reflect a different world that still had societal fears of the decade present but in the end provided hope and closure of the effects of horror. Many horrors during this decade successfully provided audience with a new escape and a new parallel world that provided a lasting impact of hope and closure that everything would be resolved in the end on the audiences consuming the horror films of the 1950s. Jack Arnold, Roger Corman, Irvin Yeaworth and Don Siegel through their films created this new parallel universe away from everyday society and created memorable endings leaving the audience to

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Wonder whether everything had been solved and hope and peace had been restored or if the creature in this parallel universe was still lurking beneath the shadows of the audience's own personal society leaving a mixture of fear and hope and showing a development of horror as a genre in the 1950's.

As the genre changed, so the target audience developed and changed further also. With the introduction of Teenagers during the 1950's, directors of all films especially horror had a new target market to create films for and to create films that would scare and immerse the teenage culture. A lot of the horror films created were shown in drive in theaters, a popular way for teenagers to consume film. However because of this newly formed target market, horror films in the 1950's were seen as B-grade films and trashy compared to previous horror films due to directors targeting this younger and less established target market. Even though these films were seen as trashy, Teenagers were consumed into the immerse and diverse nature of the films and enjoy watching the horror films to be scared and transported to another universe away from their own personal society. The trashy trashiness of these films was reflected in Attack of the Crab Monsters where Roger Corman created the giant crabs out of paper mache rather than using crabs that were robotic and easier to use. Although this was a minor problem with Attack of the Crab Monsters,

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teenagers still became imverse within this film showing that despite the trashiness, horror was still a genre that provided a new parallel world where teenagers could escape and could be absorbed into a world of fear and a world far from their own.

Films of the 1950's were influential to more films created after the decade ended. Alfred Hitchcock's The Birds released in 1963 shows a small development of the monster represented in Irvin Yeaworth's film of 1958, The Blob as both monsters consume and kill people of status and worth in society. Film directors have also been influence by films created in the 1950's. Steven Spielberg mentioned that horror films in the 1950's inspired his creation of horror due to the classical and immesering nature of 1950's horror and Steven King, a famous horror writer also mentioned the 1950's horror is a classic type of horror that inspired development of the genre for counting years including into today's Society. 1950's horror was seen as influential as it re-established itself within <sup>the</sup> horror as a genre and it established the classic monsters and settings used in horror films today. Although 1950's horror was seen as trashy and was created with a low budget, it left a lasting impact on the world not only because of reflecting societal problems of the 1950's of Communism and scientific experimentation but also

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reflected the initial societal fears of the audiences which we as an audience can understand greater today showing a lasting impact of 1950's horror on today's society.

1950's horror was a developing and significant part of developing and impacting the genre itself and through the relationship of 1950's horror and 1950's Society, reflected the influential effects that Communism and Scientific experimentation had on both the audience's expectations consuming the films, influence by these fears being evident in society but also the impact that it had on the directors creating the films with the messages of Communism and Scientific experimentation in mind. 1950's horror was successful in creating this fear and it left the audience wondering whether everything was ~~done~~ ~~whether~~ resolved or whether the societal problem still remained in their own society. And in the words of Andrew Tudor "A genre defines a moral and social world" which 1950's ~~succes~~ 1950's horror successfully did.

Achievement exemplar for 91493 2014			Total score	A3
Q	Grade score	Annotation		
1	A3	<p>Candidate identifies one reason why Horror films gave audiences 'what they wanted to see'. The candidate describes social events in American society and explains how these events created fear in American society. The candidate then gives a range of examples to exemplify how this social fear was used in Horror films. The candidate touches on why this genre content appealed to audiences by making reference to the initial reason audiences wanted to see horror films – 'hope'. For the candidate to more securely gain Achievement, they needed to develop their explanation rather than developing the number of examples offered as evidence, as this does not develop an essay by labouring the same point. The candidate needs to ensure that all the material in the essay is relevant to the chosen statement, as there is some irrelevant discussion.</p>		