

External assessment

Stimulus book

Film, Television & New Media

General instruction

- Work in this book will not be marked.

Stimulus 1

Excerpt from *Son of Rambow*, Celluloid Dreams, 2007

Length: 1 minute and 12 seconds

Context statement

Son of Rambow was written and directed by Garth Jennings. It is a coming-of-age story about two schoolboys, Will and Lee, and their attempts to make an amateur film. It was inspired by Jennings' own interests and experiences as an amateur action filmmaker in the mid-1980s when video technologies first became available to the public. In this sequence, Jennings uses a mixture of film technologies in different ways to represent the ideas and images in Will's 10-year-old imagination.

Stimulus 2

Excerpt from *Up*, Pixar, 2009

Length: 4 minutes and 18 seconds

Context statement

Up is a 3D computer-animated comedy–drama–adventure directed by Pete Docter, produced by Pixar Animation Studios and released by Walt Disney Pictures. Set in the 1930s, this sequence is a representation of Carl and Ellie's married life living in their house. After they are told they cannot have children, the couple remembers their childhood dream of visiting Paradise Falls. They save for the trip, but repeatedly have to spend the money on more pressing needs. Finally, the elderly Carl arranges the trip, but Ellie suddenly falls ill.

Stimulus 3

Say Hello to Rang-tan, Greenpeace/Iceland Foods, 2018

Length: 1 minute and 32 seconds

Context statement

Greenpeace is a non-governmental environmental organisation that campaigns on issues such as climate change, deforestation and commercial whaling. Their *Save Rang-tan* campaign invited audiences to watch an advertisement and sign a petition against the destruction of forests to create palm oil products. Habitat loss in countries such as Malaysia — a major global producer of palm oil — has contributed to the orangutan's classification as critically endangered.

Iceland Foods is a British supermarket chain. In 2018, they pledged to remove palm oil from all their own-brand foods. Greenpeace allowed Iceland Foods to repurpose *Say Hello to Rang-tan*. After complaints were lodged, the Advertising Standards Authority banned the broadcasting of *Say Hello to Rang-tan* in 2018.

The *United Kingdom Communications Act 2003* prohibits political advertising. The term 'political' is used in a wider sense than 'party political'. The prohibition includes campaigning for the purposes of influencing legislation or executive action by local or national (including foreign) governments. *Say Hello to Rang-Tan* was banned under Section 7.2.1 of the Act, which states:

An advertisement contravenes the prohibition on political advertising if it is an advertisement which is directed towards a political end.

The advertisement finishes with four slides that read 'Dedicated to the 25 orangutans we lose every day', 'Until all palm oil causes zero rainforest destruction', 'We're removing palm oil from all our own label product' and ends with 'Iceland' and the url of their website, www.iceland.co.uk.

References

Say Hello to Rang-tan

Iceland Foods, 2018, *Say Hello to Rang-tan* (advertisement), United Kingdom, view 00:00–01:32 mins, www.youtube.com/watch?v=JdpspllWI2o.

Context: The Advertising Standards Authority 2019, *Section 7: Political and controversial matters*, www.asa.org.uk/type/broadcast/code_section/07.html.

Son of Rambow

Jennings, G (dir.) 2007, *Son of Rambow* (feature film), Celluloid Dreams, United Kingdom.

View the Scarecrow scene (duration 1:12 minutes, commencing with the frame when the boy confronts the scarecrow). It is available commercially and may be available through council libraries.

Up

Docter, P (dir.) 2009, *Up* (feature film), Pixar, USA.

View the Married life sequence (duration 4:18 minutes, commencing with the frame involving a traditional camera flash). It is available commercially and may be available through council libraries.