

JB16 short answer test (max 5 marks for each answer)

1) Apart from Disney, what other companies were involved in the film's production? What does this tell us about modern media production techniques and the nature of contemporary media landscape?

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2) Why do you think the Disney Corporation was at an advantage in terms of its competitors?

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3)) What are the film's different cinema formats and how do they add to the product's appeal?

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4) Give examples of traditional marketing for JB16 and give examples of how Disney used other promotional techniques?

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5) "JB16 was a marketing " Give at least 3 details about the film's financial success. In what way is the film also an advert?

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6) Make links between JB16 and any TWO of the following:
Steve Neale David Hesmondhalgh Dyer's Utopian Pleasures Model
Clay Shirky Uses & Gratifications

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