

Jungle Book Booklet Part 2 Pages 8-12 Jungle Book 2016 (JB16)

Answer in as much detail & depth as you can. The questions can be answered from the main text of the booklet, not the links. **= harder questions

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- 1) What is the tone of JB16?
- 2) Is it a pure live action (non-animated film)?
- 3) How was a UK company involved in its production?
- 4) **Relate what is said about its genre and content to Steve Neale's genre theory.

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- 5) Who were Disney in competition with during the making of the film?
- 6) Why do you think the Disney Corporation was at an advantage in terms of its competitors? Answer using as much information from p9 as possible.
- 7) Why can't Disney just re-issue the old films every 7 years? What do you think a 'reboot' involves?
- 8) What is more important for the company – quantity or quality?
- 9) **Explain what is meant by 'films that suck all the oxygen out of the box-office when they are released'.
- 10) In terms of the involvement of other production companies, how is JB16 different to JB67

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- 11) Why did Warner delay the release date of their version?
- 12) **Which of the following statements is the best summary of Favreau's view about technology?
 - a) The film uses cutting-edge new technology and this was reflected in the platforms used to promote and share the production
 - b) The film uses new technology but relies on traditional methods to promote and show the production.
 - c) The film uses both traditional techniques and new technology and this is reflected in the marketing of the production.
- 13) Give 2 examples of extra promotional features that appeared on social media.
- 14) Give 2 examples of traditional marketing.
- 15) How did the different cinema formats add to the product's audience appeal?
- 16) The film [does/ does not] exist as a physical product.
- 17) Give 3 other marketing strategies used to promote the film.
- 18) ** How do Disney's marketing and production strategies illustrate David Hesmondhalgh's view about the power of conglomerates?
- 19) ** Do Clay Shirky's views about audience-producers and participation have any relevance here?

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- 20) Explain the differences in film certification between a PG and a U. Use the BBFC website and find the section on classification guidelines.
- 21) In what way did the film present a similar challenge to the 1967 version?
- 22) **Why did the film win a BAFTA and Academy awards? Who was involved in this aspect of production and what does this tell us about modern film production collaboration. Clue: Marshall McLuhan's phrase: The village.
- 23) Which parts of the film were non digital and non CGI? Why?

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- 24) List 5 facts about the film's financial success. (Just use the economics/funding section)
- 25) In what ways is the film also an advert? For whom?
- 26) JB16 was a marketing [disaster / triumph / failure/ non-event]
- 27) List 5 facts about the product's success with different audience groups.
- 28) Why did the film appeal to males as well as females?
- 29) Give 2 examples of the way the film was rated by audiences in surveys.
- 30) According to the booklet, how much has the film made so far? Look up the latest figures. Look up the cost of production (the film's 'budget').

General Questions

A) Put these stages into the correct order

[Theatrical Exhibition] [Post-production] [Pre-production] [Distribution]

B) In what ways does JB16 show that the traditional media landscape has not really changed that much over the past 50 years?

C) Make links between JB16 and the following:

Fiske

Frankfurt School

Uses & Gratifications

Dyer's Utopian Solutions

Steve Neale