**OCR booklet – Questions on The Jungle Book 1967**

1. How did Walt Disney ensure that he had more control over all stages of JB’s production?
2. Why was he personally involved in JB’s production? Mention a previous film and a development described on p5 of the booklet.
3. What is the name of the early technique used to create and film layers to create a 3d effect?
4. What did Walt Disney aim to achieve with JB in terms of general atmosphere and mood?
5. How does the film differ from the book? Find 3 or 4 answers.
6. In what ways was JB different in its approach to animation and actors? What was different about the way animators worked on this movie?
7. What is the connection with Mary Poppins?
8. Give examples of intertextual influences on the production process.
9. How would the end of the film fit into Todorov’s narrative theory?
10. What technique was used to make water and stars more realistic?
11. Why do so many of the drawings have thick black outlines?
12. How important is diversification for the Disney Company? (pros and cons)
13. What were Walt Disney’s own political views? How did they influence the film?
14. Give details about the film’s financial success.
15. Apart from the original release, what factors ensured its continued success over the years? (include **vertical integration** in your answer and describe how this works in practice
16. What is ‘vaulting’ and why is it done?
17. What was a reason for the company’s decline after 1966?
18. How long does copyright apply in the US and how does this help a company commercially?
19. Who determines a film’s age-rating in the US? And in the UK?
20. Give examples of synergy, merchandising and cross-promotion.