

OCR booklet – Questions on The Jungle Book 1967 pages 1-7

- 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.