**Cover Sheet Section B: Candidate Statement of Aims**

Explain the ways in which you will apply the theoretical framework to your production, using the questions below as a guide, in approximately 250 words.

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| **Candidate Name: Ronnie Fieg**  | **Word Count: 258** |
| Use evidence from your research into: similar products, your target audience, as well as theoretical perspectives, to explain your decisions:* + How and why will you apply knowledge and understanding of media language to your media production?
	+ How and why will you construct representations of individuals, groups or issues/events?
	+ How will you target your intended audience/users?
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| I will:* create materials for Spy Thriller; ‘SPYdown’ a BBFC 15 aimed predominantly at males 15-40.
* conform to genre conventions to appeal to the well-established audience.
* offer audience members ‘Diversion’ through its suspense and ‘Surveilence’ through its terror plot (Uses&Gratifications).
* use media language to connote seriousness, peril, ‘coolness’ and mystery.
* shoot main images in our photography studio with studio lighting, diffusers, reflectors and a DSLR to meet the genre’s standards and conventions.
* use ‘one light set-up’ to light; low-key, split light, mid-shot portraits of the hero, his assistant (the helper) and the villain (Propp).
* represent the mystery/danger of SPYdown’s themes and characters through the dark; halves of the three main characters faces, background and gun-props.
* use low-angle shots and ‘direct mode of address’ making audience members feel inferior/intrigued.
* use a suited young white male protagonist represented as wealthy/attractive/confident/athletic who will prompt audience members to feel; reassured (Mainstreemers) and/or able to identify with him (Succeeders) and/or inspired by him (Aspirers). This stereotypical representation works because it’s been the norm due to a history of racism and sexism within the spy world/the spy genre/wider society.
* encourage above psychographic groups to identify and dislike the villain through his masked disfigurement, black clothing and hunched posture (mise-en-scene).
* occupy 1/3rd of each composition with a gun-metal grey & red, masculine font telling the audience that this is a ‘SPY’ film- connoting danger, blood and death through colour association.
* indicate that ‘SPYdown’ will be available for purchase/download/stream through online and high-street retailers.
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