Knowledge Organiser for The Man With The Golden Gun

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| Production ContextFilm released 19/12/74, starred Roger Moore (2nd time as Bond), based on book by Ian Flemming, film produced by Eon Productions and distributed by United Artists, Budget=$7mill, box office=$97 mill, Poster by Robert McGinnis | Narrative The images on the poster suggest possible events that might happen in the film. They act as Action CodesThere is a golden gun (wealth), aimed at Bond. Is the villain going to try and kill Bond (the bullet has 007 on it). An extreme close up shot is used to show the gun and bullet.The film will be filled with action e.g. cars chases (and crashes), there will be explosions etc. All of this is typical of an action adventure film | Representation of Issues and EventsOne of the main themes in this Bond film was the 1937 global energy crisis. With the embargo on oil, countries were considering alternative power sources and this is portrayed through the iconography of the power plant and the related explosions. By including this theme, the producers are encouraging audiences to consider what might happen if oil really did run out and predict what the outcomes might be |
| Social/ Cultural ContextFeatured Kung Fu as martial arts were popular due to stars like Bruce Lee and Jackie Chan. Filmed in Asia (Hong Kong, Thailand, Macau)At this time man were seen a dominant and women were seen as objects but the poster does feature s strong girl. Minority ethnic group were often depicted as dangerous, exotic to be pitied or laughed at.  | Media LanguageTechnical Codes Visual Codes Mid shot of Bond = central image = he is dominant, he is the hero Bonds costume = suit = smart/ sophisticated/ the hero Bright colour palette = eye catching, exciting, fits the action/ spy genre Lots of image = tell us about the narrative Credit block at the bottom, small = less important but does includes key info Bond holds a gun (prop) = signifies danger, action part of his Title in lower third but big = more important, Includes writers name = famous ‘uniform’ =intertextuality with other Bond postersActor name at top in colour = very important, includes writers name = famous Hand drawn images = limited technology in 1974 007 logo at the top = recognisable and the audience would watch this film Girls costumes = bikinis = typical of old posters, sexualised Long shot of a karate girl = not stereotype but use of ‘exotic’ ethnic stereotype , Body language = one appears to be looking at the golden gun Bond looks at us = direct address, he is confident, strong assassin and pointing at Bond, other one has her arm out to . protect Bond = are they allies or enemies |
| Historical/Political ContextFilm set during the 1973 Energy Crisis, this is hinted at in the poster - power plant in the lower left corner and an energy beam aimed at Bond.Prior to 1990 illustrations more common on posters due to technology.  | Representation of Gender and EthnicityMales – intelligent, strong and prepared to put yourself in dangerous situations. If you were all of those things, you would be successful, gain respect and women would want you. The assumption then is that men should also be heterosexual. Typical of timeFemales - Two are wearing bikinis which show off their slim bodies, are heavily made up, wear earrings and bracelets. The two women also have long flowing hair. Stereotypical of the time However - Another female, dressed in a karate uniform, shown in a martial arts pose, and appears to go against this stereotype. She too has flowing hair but this time it is much darker and her skin tone suggests she is from a different ethnic group to the other females. This goes some way to explaining why she seems not to support the dominant sexualised stereotype portrayed by the other females; she is seen as exotic, different, the ‘other’. |
| Key Terms and conventionsCredit Block, Central/Focal Image, Typography, Visual Codes, Written Codes, Enigma Codes, Action Codes, Hero, Villain, Helper, Princess, Sexualisation, Mid Shot, Long Shot, Extreme close up Layout, Direct Address, Narrative, Attire, Costume, Genre, Body Language, Stereotype, Ethnic groups, Masculinity, Iconography | Link to Theorists and theoriesRoland Barthes - Enigma Code (suggest mystery) e.g. who is the villain, is he going to kill Bond, are the women going to help or hinder Bond? Action Codes - suggest actual events that will occur in the narrative/ storyLaura Mulvey - The Male Gaze e.g. the images of the women focuses on the curves of their bodies, done to please men (and the film was aimed at men and the poster was designed by a male)Propp - character types e.g. Bond is the hero, the man with the golden gun is the villain |