

Knowledge Organiser for Spectre (Film Poster)

<p>Production Context</p> <p>Film released 26/12/2015, starred Daniel Craig (4th time as Bond), based on the books by Ian Fleming, film produced by Eon Productions and distributed by United Artists, Budget=\$245mill, box office=\$880 mill, Poster by Empire Designs a British company</p>	<p>Intertextuality</p> <p>The white tuxedo references earlier Bond films – Roger Moore wears one as does Sean Connery in Goldfinger. Sense of familiarity and nostalgia. The pose is very similar to the pose of Roger Moore in The Man with the Golden Gun and many other Bond films. The logo (the 007 with the 7 shaped like a gun) is an iconic symbol of the franchise and instantly recognizable. Names like Ian Fleming and Albert R Broccoli are well known for their connect with Bond films of the past.</p> <p>Even the name Spectre (which means ghost) is intertextual as it refers to the ghosts/ enemies from James Bonds past and knowledge of the other Bond films Daniel Craig has been in will help you to understand the plot of this film.</p>
<p>Social/ Cultural Context</p> <p>The masked man is Bond from the opening scene, symbolising The Day of The Dead festival parade in Mexico City. It was not a real event until the success of the film. It now happens annually. The Tom Ford white tuxedo is a reference to Bonds of the past and was considered dated. After Spectre, celebrities such as David Beckham wore it at events showing what Bond wears has cultural significance. Note the lack of the typical 'Bond girl' in the poster. Bond as a character has evolved with the times. Sexual innuendo is no longer a big part of Daniel Craig's Bond and the female characters in Spectre are strong intelligent women</p>	<p style="text-align: center;">Media Language</p> <p>Long shot of Bond = central image = he is dominant, he is the hero/protagonist Direct address= he is confident, strong Dark coloured background=connotes mystery / death White Tuxedo = connotes wealth, professionalism, the high life, Red Carnation= connotes love but also danger Common prop of a gun - tells is the genre (action/spy) and that he is always ready for action Credit block at the bottom, small = less important but does includes key info Title in lower third but big, 'Spectre' connotes ghosts from Bond's past, 'chainlink' type text connotes that the film links to previous Bond films (Villains from Daniel Craig's previous Bond films are/were part of the Spectre organisation) Actor/director/author name at top in gold connotes luxury, important, attracts audience 007 logo under title = recognisable and the audience would watch this film, Serious facial expression tells us about his personality he is cool calm and collected, High Key lighting on Bond = connotes that he is good, important, Low key lighting on figure in the background connotes they are a villain, the skull costume connotes death and danger for Bond, Small font for actors name - so well-known that it does not need to be big</p> <p style="text-align: center;">Representation</p> <p>Bond = Strongly masculine, closed body language connotes lack of emotion, independence, a professional, a ruthless assassin his pose suggests strength and power Bond's posture is strong and dominant, his arms are folded in a stereotypically masculine stance. High Key lighting= the strong light on his face shows his rough masculine features but also suggests that he is a good man and will do the right thing The gun =danger, finger on the trigger – ready to kill if necessary and has the skills to do this, the gun suggests danger but his posture connotes confidence with a relaxed attitude toward such dangers. Hero = Typical man hero of the action genre, he is white which is the stereotype in film (white characters are good, bad characters are other ethnicities. Audiences are led to believe, through this representation, that this is how a man should be. Villain in the background is also male, reflecting the male-dominated nature of the franchise, the main protagonist and antagonist who drive the narrative are both male. Lack of female representation - unusual as often Bond is pictured with women to show his popularity and the quality of protection. Women are under-represented in the action genre even though they were featured in Spectre and in powerful roles (e.g. M and Money Penny)</p>
<p>Key Terms and conventions</p> <p>Equilibrium, disequilibrium, new equilibrium, binary opposites, enigma code, antagonist, protagonist, franchise, Intertextuality, credit or billing block, logo, high key lighting, direct address, low key lighting, costume, props, posture, body language, facial expressions, typography</p>	<p>Link to Theorists and theories</p> <p>The skeleton mask depicts someone hiding in the shadows and could be seen as Propp's Villain / antagonist, but this acts as part of the Enigma Code (Roland Barthes) because it is really just Bond's costume but on the poster it creates a sense of mystery as we wonder who is it and what they might do. According to Todorov a film will always have narrative disruption - will that disruption (or disequilibrium) be caused by the skeleton character. It could be seen as another darker side to Bond and act like a binary opposite (Levi Strauss)</p> <p>The skeleton also references the title 'Spectre'</p> <p>The dominance of Bonds image suggests he is the film's protagonist and so probably a 'good guy'. According to Vladimir Propp's theory, he would be considered the 'hero'.</p>