‘Black Swan’ (2010) dir. Darren Aronofsky

AUDIENCE RECEPTION

|  |  |  |
| --- | --- | --- |
| Audience elements | Examples from Black Swan | How this effects how the audience/viewer is engaged or reads the narrative |
| Expectation |
| Advertising |  |  |
| Reviews |  |  |
| Word of mouth |  |  |
| Prior experience and knowledge of |
| Genre and/or style |  |  |
| Director |  |  |
| Actors |  |  |
| Production values  |  |  |
| Reception context: |
| Location |  |  |
| Purpose for consuming text |  |  |
| Cost |  |  |
| Readings |  |  |
| Ways in which audiences may appreciate narratives |  |  |
| Prior knowledge/values of the viewer.  |  |  |

Depth of knowledge and sophistication is essential when discussing how the reception of the audience impacts their viewing. After our studies of ‘Media Influence’ this notion should be more concrete. (Although you would never comment on these understanding while answering narrative questions!)

For each text you need to have a sound understanding of at least one example from the wider headings of ‘expectation, prior knowledge and reception context’. Try to think of specific examples for each film **for example:**
*a) The* ***‘Oscar buzz’*** *that surrounded ‘Black Swan’ saw that audiences expectations of Portman’s performances were high, therefore they were likely to be critical of her performance.
b) Along the same lines, there was* ***the stunt double controversy*** *that Portman actually did very little dancing in the film and it was actually her stunt double who performed and therefore deserved the praise. This may have made audiences more critical of Portman and less likely to sympathise with her character, which is essential for the audience to do in order to engage the audience with her journey.
c) Audience consume texts for many reasons, if this film was* ***illegally downloaded for free****, audiences are more likely to not commit to watching the entire film, and therefore may be more critical and stop watching because they have no commitment to finishing it as they have not paid for it.*

**Choose three areas to become an expert on and complete this table:**

Answer the following question:
**Explain how the audiences’ reception of one of the films you have studied this year may affect their engagement with the narrative. (4 marks)**