AUDIENCE RECEPTION

‘Children of Men’ (2006) dir. Alfonso Cuarón

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| 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) This film was released soon after the* ***2005 London bombings****. Considering the film is set in London and does depict numerous violent bombings that take place in the city this may have been incredibly distressing for some audience members who were personally impacted by these events. This may be too emotional for them and cause them to not be able to focus on the narrative.
b) ‘Children of Men’ was actually* ***based off the novel ‘The Children of Men’*** *and consequently if audiences watched the film with knowledge of the original book they may be distracted at mentally taking note of differences, or they may be angered that the film portrays different characters and a slightly different plot. They are also less likely to engage emotionally with the shock of the film, as they will already know the outcome.
c)* ***The location*** *of where an audience consumes a text can impact their reception. For example if someone is watching the film in a quite cinema with excellent sound and visual quality they are more likely to be engaged than if they are watching it on their smartphone while waiting for the bus. This is because the environment can create or supress distractions that may interrupt an audiences engagement.*

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

Answer the following question:
**Audiences bring different knowledge and values as well as have different readings of narratives. Evaluate how an audiences reception of a film can both increase and decrease their enjoyment or engagement with the narrative. (6 marks)**