

WRITTEN LANGUAGE & CHARACTER

The famous actor (in the 1970s) Roger Moore stars in the 9th film in the Bond franchise as 'James Bond 007'. The equal size of orange sans-serif typography for the actor and the character highlights that Moore's star appeal is equal to the status of the character. The star persona of Bond is that he is a charming, womanising Proppian 'Hero'.

IMAGES

A car stunt features near a building on fire that seems to be from an Asian context. This relates to the action thrillers as car chases and explosions are conventions of the genre. The franchise's unique selling point involves stunts but the location choice was in trend at the time.

IMAGES

Aligned to the left of the illustrative collage, advanced weaponry is fired by a mysterious man. This prop conforms to the action-thriller genre conventions, whilst an enigma code is established that the man behind it could be the Proppian 'Villain'. The illustrated aesthetic of the poster was a popular style for Blockbuster films in the 1970s.

IMAGES

Bottom left of the illustrative collage, an oil refinery explodes, whilst silhouettes of fighters also feature. This suggests that the commodity of oil acts as a catalyst to the narrative. This action-based setting is a form of iconography which is conventional to the Bond franchise and action genre. This could also be an intertextual reference to the 1973 Arab Oil Crisis.

LAYOUT & DESIGN

The selection and combination of features in the illustrative collage that conforms to the hierarchy of importance convention with the dominant image of the Proppian Hero (Bond) giving a direct mode of address, and the foreground dominant prop of the golden gun with the enigma code of the unseen Proppian Villain.

WRITTEN LANGUAGE

The United Artists company logo and the BBFC 'PG' certificate have been added at the bottom of the poster. These industry citations ensure that the companies involved are reference and that official certification has taken place (which helps in defining its target audience).

WRITTEN LANGUAGE

This credit block featured at the bottom of the poster in a small typeface. This makes sure that relevant industry information is given and that everyone involved gains recognition but without dominating the frame.

Media Language Questions

- Identify codes and conventions.
- Reference the advertising genre.
- How the historical context informs meanings.
- Layout/design/composition choices and connotations.
- Images (shot type, angle, focus)
- Typography (serif/sans-serif, colour, font type).
- Mise-en-scene – props, costumes, hair/make-up, settings, lighting, colour.
- Language/lexis – slogan/tagline and any copy included in the advertisement.
- Anchorage of image and text.

IMAGES

A golden gun is the dominant prop in the collage (foreground), pointing at Bond, with a mysterious hand putting a bullet into the cartridge, with a '007' inscription. This implies that Bond will be attacked by a mystery Proppian 'Villain' who uses a golden gun with a special bullet to kill him. Barthes' enigma code theory suggests that the mystery of the villain's identity will act as a catalyst to the narrative. Gold has connotations of wealth, suggesting that the Villain may be a wealthy adversary.

INTERTEXTUALITY

A group of kung-fu martial artists feature as a key feature of the collage. Kung-fu is not a typical feature of the Bond franchise. This intertextual feature alludes to Bruce Lee martial arts films of the era and highlights the franchise's efforts to keep up with the 1970s cultural zeitgeist. It could be considered that Bond have exploited a trend and attempted a form of cultural appropriation. The focus on an Asian context could also be an intertextual reference to the 60s/70s Vietnam War, and the film could be seen as stereotyping Asian culture as dangerous, exotic and to be pitied (Alvarado).

IMAGES & REPRESENTATION

Centrally framed is Bond, wearing a smart suit holding a stylish gun with direct mode of address to the viewer. This highlights that Bond has confidence and composure. The dominance of his image suggests he is the Proppian 'Hero'. This suggests the Bond franchise will have a patriarchal narrative. Bond is a powerful, successful, handsome, masculine, White upper-middle class British male who conforms to stereotypes of gender representation.

IMAGES & REPRESENTATION

In the illustrative collage, a small hut by a river also features. This shows the context of the story: rural Asian rivers and a representation of poverty in an 'undeveloped' land. A Bond franchise convention is to set the narrative in multiple foreign locations. Arguably, TMWTGG represents Asia through a stereotype that ethnic minorities are victims (Alvarado).

IMAGES & REPRESENTATION

A man in a bowler hat and suit points a gun at Bond. He is short, which has been highlighted as a comedic (and stereotypical) element of the narrative. According to Alvarado's ethnic stereotypes, ethnic minorities are often represented as 'humorous', equivalent to playing a Shakespearean 'Fool'.

IMAGES & REPRESENTATION

Two scantily-clad women (one blonde, one with fair hair) are pointing at Bond with provocative gesture codes. This suggests that the Bond franchise entertains sexual conquests from its protagonist. This casual objectification relates to Mulvey's 'male gaze' theory. They are sexualised and represented as weak damsels-in-distress that conform to the stereotypical Proppian 'Princess'. 1970s advertising frequently objectified women and conformed to patriarchal stereotypes of representation.

IMAGES & REPRESENTATION

The gesture codes of the two women differ. The woman on the left has her arms raised as if to protect Bond from the golden gun (suggesting she is an ally), whilst the woman on the right points at Bond, suggesting that she is allied to the Proppian 'Villain'. Spies are a common character convention in the action-thriller genre and the Bond franchise.

HISTORICAL CONTEXT & REPRESENTATION

Feminist protests in the 1970s fought for equal pay between genders, challenged misogynistic objectification in media representation and campaigned for reproductive rights. The poster does not reflect the rise in Feminism in 1960s and 70s. The Bond franchise in the 70s could be seen as a chauvinist film that appealed to those that support patriarchal values.



WRITTEN LANGUAGE & INTERTEXTUALITY

Referring to the film title as 'Ian Fleming's' is an intertextual reference to the original author of the spy novels. TMWTGG is an adaptation of Fleming's espionage/secret agent narratives of a Proppian 'Hero' with 'a license to kill'. His role has become an aspirational role model for men who wish to be successful, seductive and professional.

EXAM PREPARATION

- TMWTGG could feature in a Component 1A Language/Representation question.
- For a Component 1A Representation question, if TMWTGG is chosen as the seen text, it will be compared with an unseen text, which is likely to be another print advertisement. Topics to compare could include: representation of gender, ethnicity, age, nationality or messages and values.

Representation Questions

- The way people have been portrayed – gender, ethnicity, age, class, culture etc.
- Feminist theories on representation.
- How media language can communicate representations.
- How context (social, historical, production) can inform representations.
- How the selection and combination of codes and conventions reveals the producer's intentions in how to represent groups and individuals.
- Under-representation/ misrepresentation – which groups are unfairly portrayed.
- Stereotypes – why have they been used and how have these stereotypes changed?
- The messages and values communicated through representation.
- Audience response to representation.