

HIGHER MEDIA

**AUDIENCE:**

HISTORICAL CONTEXT

# HISTORICAL CONTEXT

Audiences are always changing, as society changes, and what appealed to an audience in 1938 might not appeal to an audience today, in the same way that future audiences might disregard current modern "classics".

- **What makes a "classic" film?**
- **What do audiences always seem to respond to over the years?**



# GROUP TASK: INVESTIGATION

Find out what the most successful/popular films and genres were for a particular decade, then do a brief bit of historical research into the main world events and issues in society from that decade.

- Can you see any connections between the films and the social issues?
- Are any of those films still as popular today? Why/why not? Are their social issues still relevant?

# GROUP TASK: INVESTIGATION

## **Presenting your findings to the class.**

Initially, one member of your group will need to speak to the whole class, but you are then going to get a period next week to create a poster for your group's 'decade'.

The poster should include images/posters from the films you have identified as well as images that are synonymous with the decade in question.

You will also need to come up with a typographically appropriate 'logo' for your decade.

# SUMMING UP

- Which decade — if any — created the most “classics”?
- Why do you think that is?
- Are there social issues that continue to be relevant over the years?