

THE WORLD'S END (Wright, 2013):
Production and co-production

Look at the following:



Which one of these is more familiar to you and why?

Can you name any films that you have seen brandishing either one of these logos at the start of the film?

How important is it for the audience to know who produces a film?

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Presentation

As a group, give a presentation to the class on the benefits and problems of Universal and Working Title working together. What does this suggest about the nature of co-production and the advantages and disadvantages of co-production?

Follow-up work

- Find definitions of the following concepts – synergy and convergence.
- Apply these terms to the relationship between Universal and Working Title.
- Draw a mind-map, flow chart or spider diagram showing Universal's connections with other media institutions (including Working Title).

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Group Task

You are going to be put in **separate groups** and asked to research **either Universal or Working Title**.

1. You need to find out the following:
 - Who are Universal and Working Title?
 - Do these production companies have any links with other media companies?
 - What major films have they produced in the past five years?
 - What have been the big box office successes over that period and what have been the failures?

You should assign these specific questions to one member of your group and then discuss the findings.

Produce a summary of your findings.

2. Once this task is done, your group will be matched up with a group investigating the other production company.

Looking at what you have found out, list **firstly the benefits** of Universal and Working Title working together, and **secondly the problems** that might be encountered.

Benefits	Problems