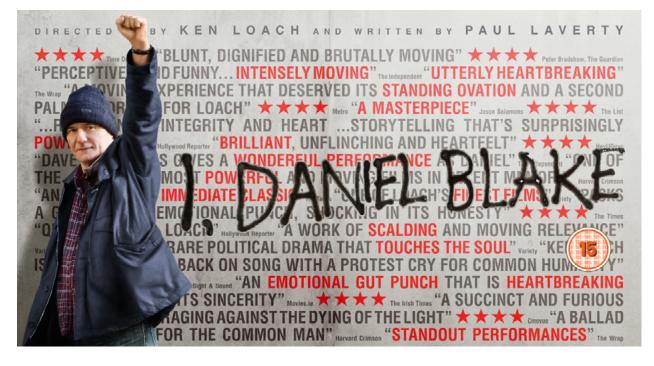1. **Focus on film marketing:** What strategies does David Hesmondhalgh suggest *I, Daniel Blake* used to minimise the risk of the film becoming a commercial failure?

http://chilp.it/2bb84d2

Hint questions

- What does David Hesmondhalgh suggest about the potential draw of Ken Loach as a star?
- In what ways might we regard the defined genre of the film as another means of reducing risk?

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2. Using the following film poster, identify how the strategies identified in question 1 might have affected the design of this aspect of the film's marketing campaign.

http://la-cinema.uk/index.php/event/i-daniel-blake/

Hint questions

- How does the poster foreground star power?

- In what ways do the quotes in the poster suggest that this will be a film that provides a formulaic Ken Loach style narrative?

- In what ways do the quotes in the poster hint at the film's social realist genre?

- How do emboldened words further reinforce the genre/emotional tone of the film?

- How do other elements further reinforce that this is a Ken Loach production?

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3. **Focus on gaming:** David Hesmondhalgh argues that media producers often use sequels as a mechanism to reduce the risks associated with commercial production.

http://chilp.it/6525b01

Using the clip below and your own knowledge of *Assassin's Creed III: Liberation*, identify the potential advantages that Ubisoft's gaming franchise offers in terms of generating a low-risk profit.

Hint questions

- For what reasons is it easier to market a gaming franchise like *Assassin's Creed*?
- Sequels often have a ready-made audience - how does this help reduce the risk of production for Ubisoft?
- Why might production costs be lower for a product that is a sequel?

4. **Focus on online media:** David Hesmondhalgh has suggested that the radical potential of the internet has been superseded by a commercial imperative. What does David Hesmondhalgh suggest is interesting about online vlogging platforms like Zoella or PointlessBlog?

http://chilp.it/f11ddcd

Hint questions

- David Hesmondhalgh argues that the web still has the capacity to allow alternative voices to be heard. In what ways might we argue that this idea applies to Zoella or PointlessBlog?
- David Hesmondhalgh suggests that the internet often produces a 'winner takes all' scenario. Can this idea be applied to the online texts you have studied?