



Literacy in Context for AQA A

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CAMBRIDGE
UNIVERSITY PRESS

PUBLISHED BY THE PRESS SYNDICATE OF THE UNIVERSITY OF CAMBRIDGE
The Pitt Building, Trumpington Street, Cambridge, United Kingdom

CAMBRIDGE UNIVERSITY PRESS
The Edinburgh Building, Cambridge CB2 2RU, UK
40 West 20th Street, New York, NY 10011-4211, USA
477 Williamstown Road, Port Melbourne, VIC 3207, Australia
Ruiz de Alarcón 13, 28014 Madrid, Spain
Dock House, The Waterfront, Cape Town 8001, South Africa

<http://www.cambridge.org>

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First published 2003

Printed in the United Kingdom at the University Press, Cambridge

Typefaces Bebop, Stone Sans *System* QuarkXPress®

A catalogue record for this book is available from the British Library

ISBN 0 521 53528 X paperback

Prepared for publication by Pentacor Book Design plc

ACKNOWLEDGEMENTS

Cover images: Burglar at door, © L. Clarke/CORBIS; dancing mice, Lowe; Claire Danes and Leonardo DiCaprio as Romeo and Juliet, The Kobal Collection/20th Century Fox/Morton, Merrick.

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Analysing moving-image advertisements No-one wants jiggling mouses! 30–9	Storyboard for a television advert for the Aero chocolate bar	television advert	examine the techniques of moving-image advertising
Comparing news reports Ice titan 40–9	<i>The ice monster</i> , Tim Utton <i>Breaking the ice</i> , Andrew Veitch	newspaper article web-page	compare two treatments of the same news item
Comparing print-media advertisements Two thousand years of history... 50–9	Warwick Castle leaflet Tower Bridge Experience leaflet Station X leaflet Cabinet War Rooms leaflet	tourist leaflet	examine and compare the design and language of tourist leaflets
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Writing to persuade Save the rainforest! 70–9	<i>The Living Rainforest</i> <i>Rainforest Concern</i> <i>Gap: Go Global!</i>	tourist leaflet charity advert project advert	examine the language of persuasion and compare how it is used in three texts
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Writing to explain Mysteries of the dead 100–9	<i>Oetzi the Iceman</i> , Rory Carroll <i>The Man Who Never Was</i> , Bill Mouland	explanatory newspaper article	examine the language of journalism
Writing to describe The finger of fate 110–19	<i>The finger of fate</i> , Michael Hanlon	descriptive article	examine the language of description and report

Star-cross'd lovers

In this unit you will:

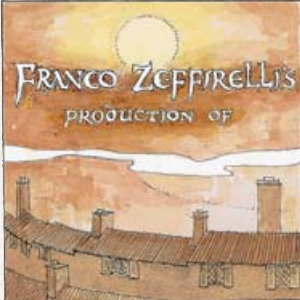
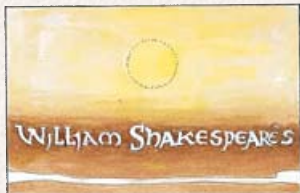


- study the opening sequences of two films of Shakespeare's *Romeo and Juliet*
- examine some film techniques
- compare the two openings

Shakespeare's play *Romeo and Juliet* opens with a figure called the Chorus, who gives us the background to the story and some idea of what is going to happen. Then, in the opening scene, we meet two men of the house of Capulet boasting about their hatred of the rival house of Montague.


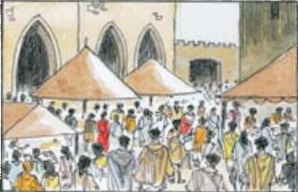








FRANCO ZEFFIRELLI'S 1968 *ROMEO AND JULIET*

This storyboard shows the opening sequence of a film version directed by Franco Zeffirelli.






SHOT	TIME	SOUND & MUSIC	DESCRIPTION OF SHOT	SHOT	DIALOGUE/ VOICE OVER
1a-c	00-34 secs	Music (romantic, orchestral).	(1a) Camera pans over long-shot of fifteenth-century Verona, (1b) with the director's name superimposed, (1c) to focus on a misty sun.		The Chorus is heard in voice-over (VO): <i>Two households, both alike in dignity, In fair Verona (where we lay our scene) From ancient grudge break to new mutiny, Where civil blood makes civil hands unclean.</i>
1d	35-41		The camera zooms in on the sun and the words <i>William Shakespeare's</i> appear below it.		<i>From forth the fatal loins of these...</i>
2a	42		Cut to a shot from inside the city walls.		<i>...two foes...</i>
2b	43-47		Title superimposed on the same shot.		<i>...A pair of star-cross'd lovers take their life...</i>



SHOT	TIME	SOUND & MUSIC	DESCRIPTION OF SHOT	SHOT	DIALOGUE/ VOICE-OVER
2c	48 secs -1 min 03 secs	The music ends.	Citizens enter through the gate and the camera pans left.		<i>Whose misadventured piteous overthrows Doth with their death bury their parents' strife.</i>
3	1.04-1.08	Market sounds (which continue as background noise).	Shot looking down on a busy market.		
4	1.09-1.10		The yellow-and-red-clad legs of two men walking through the market.		(The men are laughing heartily.)
5	1.11-1.15	Someone shouts 'Villain!'	One of the legs kicks a dog.		(They laugh even more loudly.)
6	1.16-1.24		First shot of the two men's faces – they are Capulet servants (C1 and C2).		C1 <i>The quarrel is between our masters, and us, their men.</i> C2 <i>Ah, 'tis all one.</i>
7	1.25-1.27		Capulet servants seen from behind a market stall.		C1 <i>Here come the house of the Montagues!</i>
8	1.28-1.30		Cut to another stall where the Montague priest (Mp) is seen talking to the stall-holder (S).		Mp <i>Good morrow.</i> S <i>Good morrow to you, sir.</i>
9	1.31-1.33		Cut back to the Capulets.		C2 <i>Quarrel. I will back thee.</i> C1 <i>(hesitantly) Right... Fear me not.</i>

BAZ LUHRMANN'S 1996 *ROMEO + JULIET*

This storyboard shows the opening sequence of a film version directed by Baz Luhrmann.

SHOT	TIME	SOUND & MUSIC	DESCRIPTION OF SHOT	SHOT	DIALOGUE/ VOICE-OVER
1a-c	00-06 secs	Interference noise from the TV which fades as the credits appear.	A television appears in the centre of a black screen – no picture, only interference. Then credits appear: Twentieth Century Fox...		
1d	07-41		A newsreader (N) appears on the TV screen, behind her an image of a broken ring, with the caption STAR-CROSS'D LOVERS.		N <i>Two households, both alike in dignity, In fair Verona, where we lay our scene...</i>
<p><i>...From ancient grudge break to new mutiny, Where civil blood makes civil hands unclean. From forth the fatal loins of these two foes, A pair of star-cross'd lovers take their life, Whose misadventured piteous overthrows Doth with their death bury their parents' strife. The fearful passage of their death-marked love, And the continuance of their parents' rage, Which, but their children's end, nought could remove, Is now the two hours' traffic of our stage.</i></p>					
1e-2	42-49	As she finishes speaking, dramatic music (which continues to the end of shot 6).	As she completes her report, the camera zooms in to a blurred image, which resolves itself into the street of a major city, seen from above.		
<p><i>Shots 2 and 3 appear several times in the space of two seconds...</i></p>					
3			The caption: IN FAIR VERONA		
4	50-52		The enormous statue of Christ on top of a church.		
5	53		A city skyline showing, on each side of the statue, tower blocks bearing the names MONTAGUE and CAPULET.	