

SECTION B

Promoting Media

6 What **one** word describes the stage of the film process when the film is screened in cinemas?

..... [1]

7 Explain **two** reasons why film companies producing films such as The Lego Movie can afford large production budgets.

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[4]

8 Explain **two** reasons why audiences like to play video games such as The Lego Movie video game. Refer to the uses and gratifications theory in your answer. [10]

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