‘The trailer explores specific governmental policy which also may suggest audiences will have an awareness of political and social issues in the UK.’

Which specific audience might be engaged with this information? Name and explain why two audiences may be impacted.

The trailer references the BBC, BFI and the Palme d’Or

To what extent do these references suggest an assumed education and level of media literacy in the target audience.

I, Daniel Blake



The only specific “star” identified in the trailer using intertitles is the director Ken Loach. Loach’s work whilst having broad appeal sits firmly within the niche of social realism.

Discuss the extent to which the fans of his work are pre-sold based on his name alone.

Having conducted research about Ken Loach, why do you think he might have a loyal fan base? List and explain the logic behind three reasons.