



TMWTGG Trailer



NTTD Trailer



007 Website

Blumler & Katz
Uses &
Gratifications



No Time to Die	The Man with the Golden Gun
Released September 2021	Released December 1974
Budget: \$250 - \$301 million dollars	Budget: \$7 million dollars
Made \$774 million dollars	Made \$97 million dollars
Bond played by Daniel Craig	Bond played by Roger Moore
Available on Amazon Prime	Illustrated poster
Release delayed due to Covid	Set in 1973
Produced by Eon Productions	
Based on books by Ian Fleming	

Subject Specific Terminology

- Context - the circumstances that form the setting for an event, statement, or idea
- Genre - a style or category of art, music, or literature
- Intertextuality - the relationship between media products where one text references another text by reusing some its ideas and meanings.
- Narrative - a story
- Protagonist - he leading character or one of the major characters in a play, film, novel, etc
- Regulation - a rule or directive made and maintained by an authority
- Representation - the description or portrayal of someone or something in a particular way



Key Theories

- Propp's narrative theory – Bond as the 'hero'
- Hall's Representation theory – Gender, race & age
- Neale's Genre theory – Action
- Barthes Enigma theory
- Hall's Reception Theory – dominant, negotiated & oppositional

