What are the positive representations?	What values, attitudes and beliefs are conveyed?	
	How will the audience respond?	
What are the negative representations?		
	KISS OF THE VAMPIRE	Are there groups of people that are being misrepresented?
Are the representations empowering or disempowering? Explain.	Screenplay by JOHN ELDER Directed by DON SHARP Produced by ANTHONY HINDS A Hammer Film Production	Are there groups of people being under-represented?
Are gender stereotypes being reinforced or challenged?	Apply Van Zoonens Theory	
	Apply Stuart Halls Theory	