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## How successfully does D83 target its audiences

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## WRITING FRAME SUGGESTION

### Intro

Say what sort of genre it is

Explain that it was successful in terms of viewers in UK and US

Why is this success surprising? (clue: foreign and subtitled, set in past)

### Para 1:

In what ways does it appeal to audiences who like spy thrillers?

Talk about pacy narrative, full of twists and turns; editing style.

Simple linear narrative; uses the genre in interesting ways – Neale

Uses suspense e.g. ....

Enigma codes – e.g. Lenora – who is she?

Todorov – disruption phase - conflict

### Para 2

In what ways does it have a wider appeal?

Talk about love, family;

Martin – seems vulnerable; a bit clumsy and clueless in the West at first.

### Para 3

How does it appeal to educated audiences?

it's quite sophisticated

Nostalgia, History, politics: cold war etc

Rep of East Germany - unusual

Binary opps – Levi Strauss

### Conc

D83 - Not a mainstream media product but It works – it's effective, gripping fast-paced drama. Fits C4's core values as its distinctive, challenging and original.