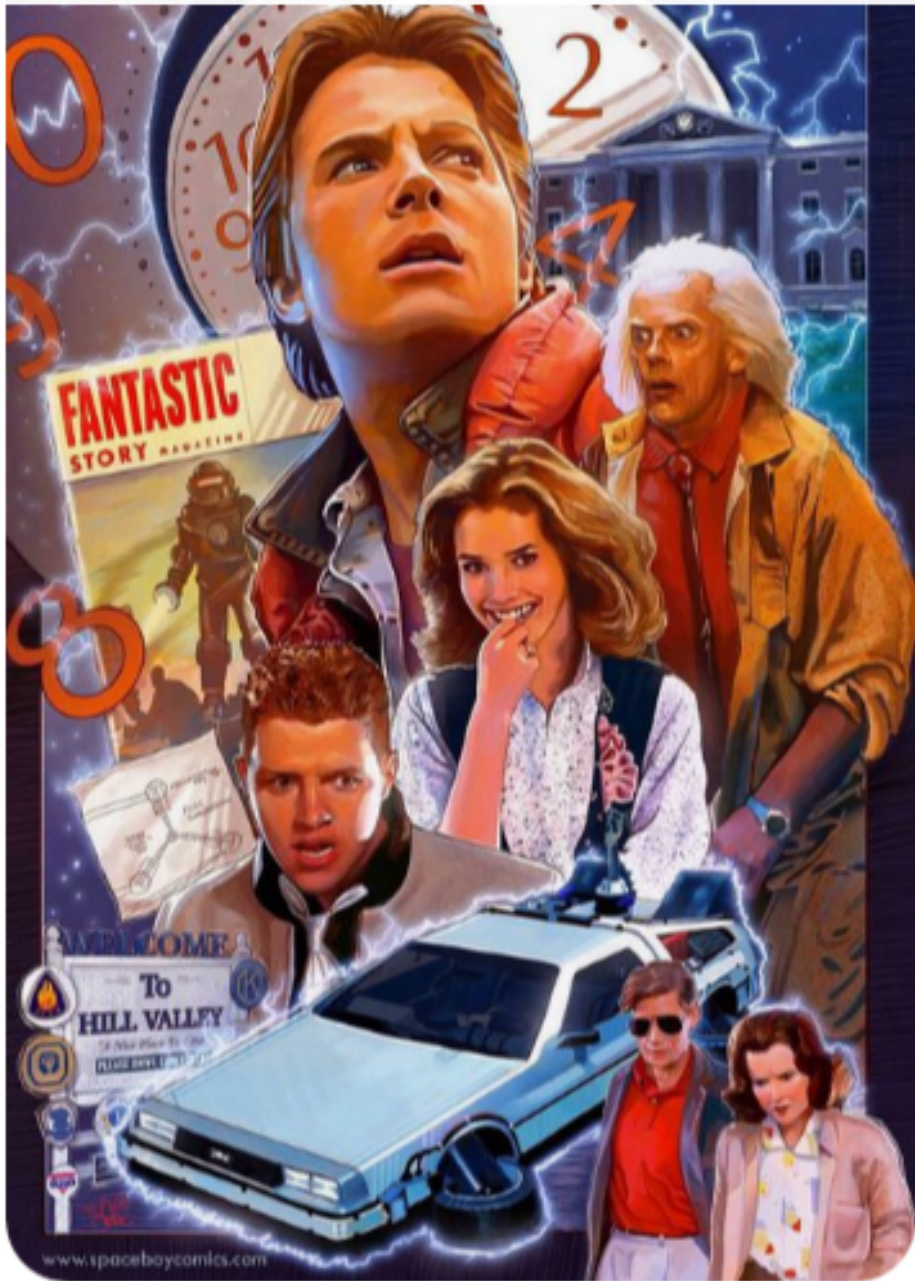




Analyse how this poster is typical of the codes and conventions of the sci-fi genre and explore its use of intertextuality.



Analyse how this poster is typical of the codes and conventions of the zombie genre and explore its representation of the hero.



Analyse how this poster is typical of the codes and conventions of the sci-fi genre and explore its presentations of Propp's Character Types.



Analyse how this poster uses Todorov's Narrative structure.



Analyse the film poster, considering its representation of masculinity.



Analyse the film poster, considering how typical it is of the crime/thriller genre.

JUSTICE IS COMING

BY GEORGE P. COONKOVIC

TOMBSTONE

Analyse the film poster, considering how typical its use of codes and conventions of the Western are.

Discuss how media representations convey values and attitudes about the world.



ENJOY RESPONSIBLY. PHONES DOWN, PLEASE.



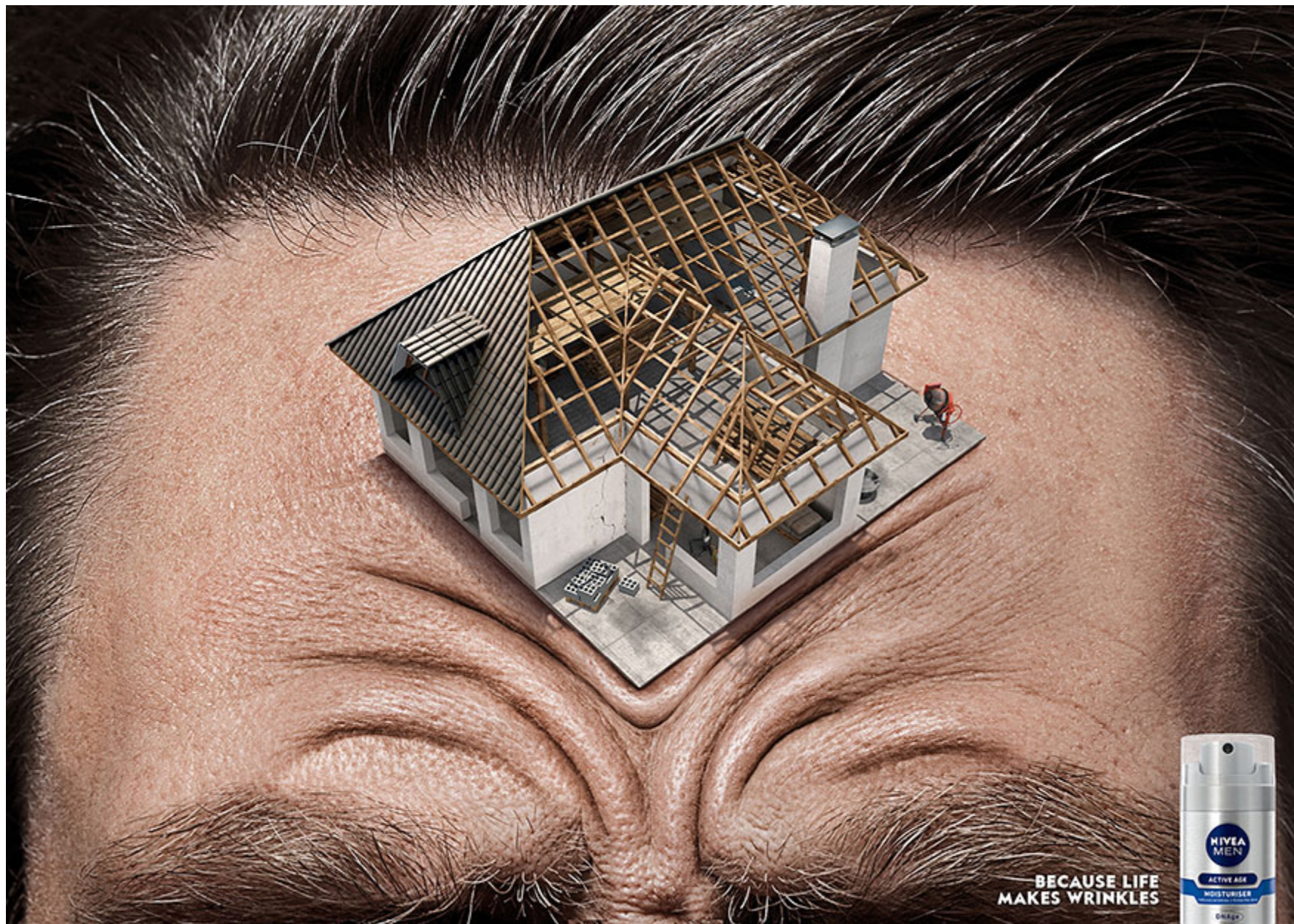
We wish you a scary Halloween!



Analyse how meanings are established through intertextuality.



Discuss the way media language incorporates viewpoints and ideologies.



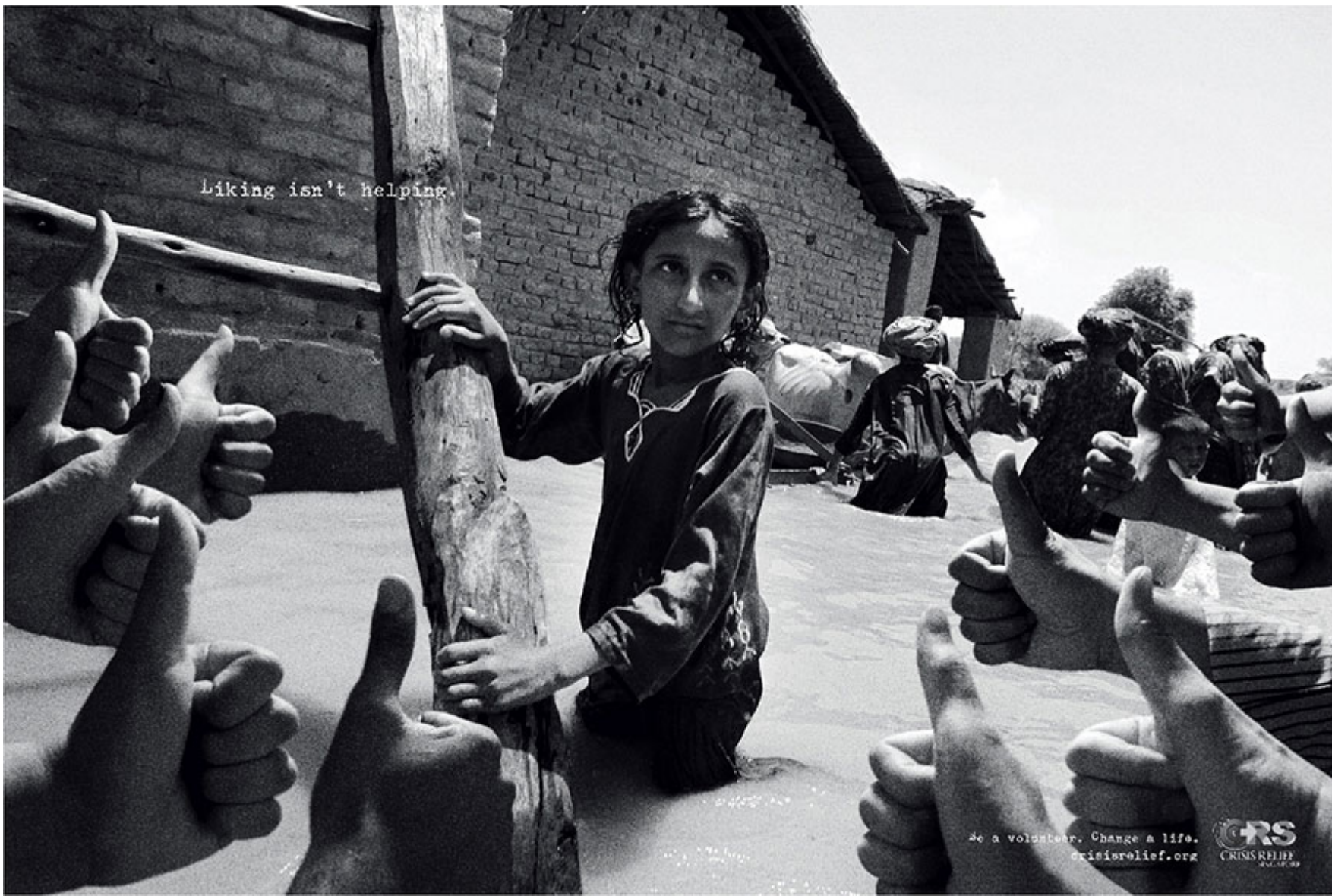
Analyse how the representation of men positions the audience according to the producer's ideologies.

BECAUSE LIFE
MAKES WRINKLES





Analyse the effect of social and cultural context on representation.



Analyse how developing technologies affect media language and reveal multiple meanings.



Explain how audience respond to and interpret aspects of media language considering social context.

Discuss how producers make choices about how to present events and social groups.



The 12th Annual Women's Golf Classic: priceless

MasterCard® is proud to sponsor the Reverse Draw at this important event in support of the **Children's Aid Foundation.**



We make Virginia Slims especially for women because they are biologically superior to men.

That's right, superior. Women are more resistant to starvation, fatigue, exposure, shock, and illness than men are.

Women have two "X" chromosomes in their sex cells, while men have only one "X" chromosome and a "Y" chromosome...which some experts consider to be the inferior chromosome.

They are also less inclined than men to congenital baldness, Albinism of the eyes, improperly developed sweat glands, color blindness of

the red-green type, day blindness, defective hair follicles, defective iris, defective tooth enamel, double eyelashes, skin cysts,

shortsightedness, night-blindness, nomadism, retinal detachment, and white occipital locks of hair.

In view of these and other facts, the makers of Virginia Slims feel it highly inappropriate that women continue to use the fat, stubby cigarettes designed for mere men.



Virginia Slims.
Slimmer than the fat cigarettes men smoke.
With rich Virginia flavor women like.

You've come a long way, baby.

"You've Come A Long Way" — Virginia Slims, 1968

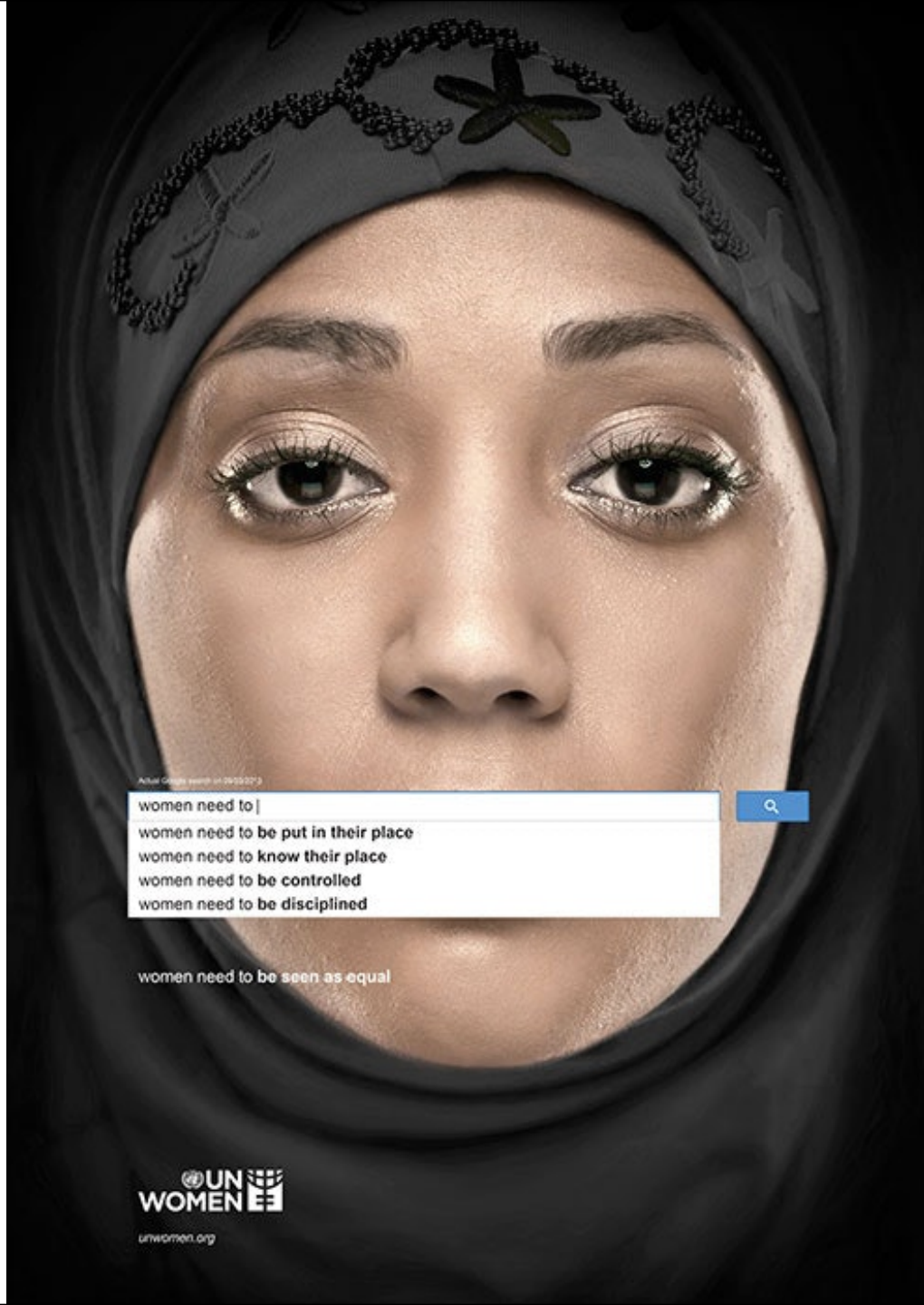
Virginia Slims [mounted a new campaign in the 1960s](#) to capitalize on the women's movement and the sexual revolution, selling a cigarette brand directly to women. Pretty unscrupulous, but the resulting slogan — "You've Come A Long Way, Baby" — became one of the key phrases of '60s and '70s feminism. And the ads for the brand, which ran for years in many different forms, was one of the first overtly feminist major campaigns.

Compare the representation of women in this advert with the representation of women in Tide. How far are they similar/different and how is the audience positioned?

"Auto-Complete" — UN Women, 2013

This campaign by UN Women utilized a very clever means of expressing societal beliefs about women — Google search auto-completes — and some very good design to get its point across. The searches, unfortunately, are real. They were dated March 9, 2013, and the advertisers merely transcribed them. Which makes the point even more depressing.

Compare the representation of women in this advert with the representation of women in Tide. How far are they similar/different and how is the audience positioned?





**What it is
is beautiful.**

Have you ever seen anything like it? Not just what she's made, but how proud it's made her. It's a look you'll see whenever children build something all by themselves. No matter what they've created.

Younger children build for fun. LEGO® Universal Building Sets for children ages 3 to 7 have colorful bricks, wheels, and friendly LEGO people for lots and lots of fun.

Older children build for realism. LEGO Universal Building Sets for children 7-12 have more detailed pieces, like gears, rotors, and treaded tires for more realistic building. One set even has a motor.

LEGO Universal Building Sets will help your children discover something very, very special: themselves.

Universal Building Sets



3-7 years
old



"What It Is" — Lego, 1981

With today's pink-dominated girl's toy aisles, the [rediscovery of this 1981 Lego ad](#) in 2012 [by The Huffington Post](#) went viral. It also raised the point that sexism in toys hasn't been a uniform trip towards more equality — and that in some areas, we seem to have gone backwards.

Compare the representation of female in this advert with the representation of female in Tide. How far are they similar/different and how is the audience positioned?