

Eduqas Media Studies

Component 1 Section A & Section B Advertising and Marketing



Tide - Print Advert (1950s)

No wonder you women buy more **TIDE** than any other washday product!

TIDE'S GOT WHAT WOMEN WANT!



NO SOAP-NO OTHER "SUDS"-NO OTHER WASHING PRODUCT KNOWN-WILL GET YOUR WASH AS **CLEAN AS TIDE!**



ONLY TIDE DOES ALL THREE:

1. World's CLEANEST wash!

Yes, Tide will get your wash cleaner than any other washing product! (TMs, unlike soap, removes both dirt and soap film.) No wonder more Tide goes into American homes than any other washing product!

2. World's WHITEST wash!

It's a miracle! In hard water, Tide will get your skirts, shirts, towels white—yes, whiter—than any soap or any other washing product known!

3. Actually BRIGHTENS colors!

Treat all your washable colors to Tide. With all its terrific cleaning power, Tide is truly soft . . . and actually brightens soap-dulled colors.



REMEMBER!

TIDE GETS CLOTHES CLEANER THAN ANY OTHER WASHDAY PRODUCT YOU CAN BUY!

Key Terms

Key Word	Definition
Copy	
Ideology	
Imagery	
Postive Representation	
Negative representations	
Anchorage	

Brand and Historical Research

Before we start analysing the Tide film poster we need to complete some background research on the text. Use the internet to fill in the boxes below. Ensure information found is accurate.

Launch of Tide Brand

The D'Arcy Masius Benton & Bowles Advertising Agency

Use of Copy in Advertising

Post WW2 Consumer Boom

Additional Notes

Historical Context - Women in Advertising

Compare the following adverts from this era, all which feature women. Think about why women would be used in the way that they are.

Tide 1950s TV Advert - <https://www.youtube.com/watch?v=BJ5EjNkHeU0>



Why would women be used in a more prominent way in advertising at this time?

Similar Texts

Choose two similar print adverts from the selection supplied. Glue each here, and identify similarities between these adverts and the Tide advert.

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ONLY TIDE DOES ALL THREE:

- 1. World's CLEANEST wash!**
Yes, Tide will get your wash cleaner than any other washing product! (Tide, unlike soap, removes both dirt and soap film.) No wonder more Tide goes into American homes than any other washday product!
- 2. World's WHITEST wash!**
It's a miracle! In *hardest* water, Tide will get your shirts, sheets, towels whiter—yes, whiter—than any soap or any other washing product known!
- 3. Actually BRIGHTENS colors!**
Trust all your washable colors to Tide. With all its terrific cleaning power, Tide is truly safe . . . and actually brightens soap-dulled colors.

REMEMBER!
TIDE GETS CLOTHES CLEANER THAN ANY OTHER WASHDAY PRODUCT YOU CAN BUY!

THERE'S NOTHING LIKE PROCTER & GAMBLE'S **TIDE**

TIDE'S A SUDSING WHIZZ EVEN IN HARDEST WATER

Select two conventions that you have found used in print adverts in this era. Explore the purpose and effect of each.

Convention 1

Convention 2

Visual Codes

Identify the key visual codes of the Tide advert by annotating them on the image below. Focus on visual codes as they relate to genre and meaning.

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ONLY TIDE DOES ALL THREE:

- 1. World's CLEANEST wash!**
Yes, Tide will get your wash cleaner than any other washing product! (Tide, unlike soap, removes both dirt and soap film.) No wonder more Tide goes into American homes than any other washday product!
- 2. World's WHITEST wash!**
It's a miracle! In *hardest* water, Tide will get your shirts, sheets, towels whiter—yes, *whiter*—than any soap or any other washing product known!
- 3. Actually BRIGHTENS colors!**
Trust all your washable colors to Tide. With all its terrific cleaning power, Tide is truly *safe* . . . and actually *brightens* soap-dulled colors.

REMEMBER!
TIDE GETS CLOTHES CLEANER THAN ANY OTHER WASHDAY PRODUCT YOU CAN BUY!

TIDE'S A SUDSING WHIZZ EVEN IN HARDEST WATER

THERE'S NOTHING LIKE PROCTER & GAMBLE'S TIDE

New washing miracle
Tide
Tons of Suds
Cleaner CLOTHES

Guaranteed by Good Housekeeping

Visual Codes

Add some extra notes on the key visual codes in the boxes below. Remember that all of these codes will have been added for a reason. Discuss the Purpose and Effect in full sentences for each key area.

Font Style

Layout

Language/MOA

Colour Connotations

Semiotics - Roland Barthes

One theory we can apply to the Tide Advert is Roland Barthes' Theory of Semiotics. Before we do that we need to understand the principles of the theory. Copy your definition from your theory booklet here:

How does this apply to the Tide Advert?

Structuralism - Claude Levi-Strauss

Another theory we can apply to the Tide Advert is Levi-Strauss' Structuralism. Before we do that we need to understand the principles of the theory. Copy your definition from your theory booklet here:

How does this apply to the Tide Advert?

Representations

Throughout the course we will often consider how different groups of people are represented in media texts. This is often started by the producer of a text but can also manifest from how the audience decodes the message of a text.

What is a representation?

To understand fully the representations in this text, we need to think back to the context surrounding it. What were stereotypes like in the 1950s?

Stereotypes of Women

Stereotypes of Men

Representations of Women

Look back at the poster, and make notes about how women are represented.

Dress Code

Gesture Codes and Body Language

Theory of Representation - Stuart Hall

One theory we can apply to the Tide Advert is Stuart Hall's Theory of Representation. Before we do that we need to understand the principles of the theory. Copy your definition from your theory booklet here:

How does this apply to the Tide advert?

Theory of Identity - David Gauntlett

One theory we can apply to the Tide Advert is David Gauntlett's Theory of Identity. Before we do that we need to understand the principles of the theory. Copy your definition from your theory booklet here:

How does this apply to the Tide advert?

Feminist Theory - Liesbet Van Zoonen

One theory we can apply to the Tide Advert is Liesbet Van Zoonen's Feminist Theory. Before we do that we need to understand the principles of the theory. Copy your definition from your theory booklet here:

How does this apply to the Tide advert?

Feminist Theory - Bell Hook

One theory we can apply to the Tide Advert is Bell Hook's Feminist Theory. Before we do that we need to understand the principles of the theory. Copy your definition from your theory booklet here:

How does this apply to the Tide advert?

Representation Exam Question

In order to work on exam technique you will need to get used to answering exam questions. These will be marked by your teacher with appropriate feedback given. Make your notes below. You will complete a full response for homework. You should spend roughly 35 minutes answering the question and it is worth 20 marks.

Representations

How far are theories of representation useful in understanding media products? Analyse the representation of women in one film poster and one print advert you have studied in your response. [20]

Audience

Throughout this course, we will look at how texts are constructed to appeal to specific audiences. To begin, we must define some key terms.

What is a target audience?

What are demographics?

What are psychographics?

Understanding Audience

Theorists have been trying to understand what causes audiences to respond differently to media texts for decades. Evolving theories have helped us understand this a bit better. Research about these three theories.

Hypodermic Needle Theory

Two Step Flow Theory

Uses & Gratifications Theory

Audience - Tide

Who is the target audience for the Tide advert? Refer to specific elements on the advert.

How is the Two Step Flow used in this advert?

How can you apply the Uses & Gratifications Theory here?

Reception Theory - Stuart Hall

One theory we can apply to the Tide Advert is Stuart Hall's Reception Theory. Before we do that we need to understand the principles of the theory. Copy your definition from your theory booklet here:

How does this apply to the Tide advert?

Cultivation Theory - George Gerbner

One theory we can apply to the Tide Advert is George Gerbner's Cultivation Theory. Before we do that we need to understand the principles of the theory. Copy your definition from your theory booklet here:

How does this apply to the Tide advert?

Audience Exam Question Prep

In order to work on exam technique you will need to get used to answering exam questions. For exam questions, you need to be able to look at your texts from a variety of different perspectives. To prepare for this, plan what you would write about for the question below.

Audience

Identify an audience that may respond to the Tide advert in a non-preferred manner, and state what elements in the advert may cause this response..

[20]