## Eduqas Media Studies

# Component 1 Section A & Section B Advertising and Marketing



Tide - Print Advert (1950s)



## Key Terms

Key Word	Definition
Сору	
ldeology	
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 prominant way in advertising at this time?

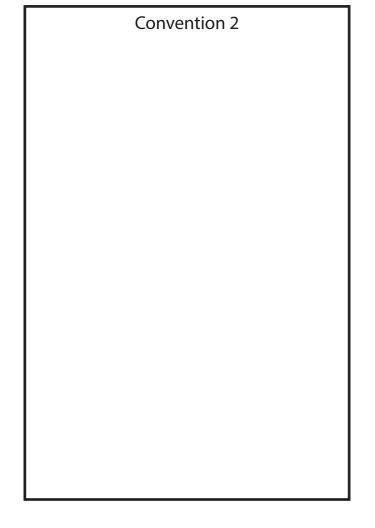
#### Similar Texts

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



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

Convention 1



#### **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.



#### **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.

Facet Chille
Font Style
Layout
Language/MOA
Colour Connotations

#### Semiotics - Roland Barthes

		/ we Before								
		your d								
How	does th	nis appl	y to th	ne Tide	e Adv	/ert?				

## Structuralism - Claude Levi-Strauss

	that we need	oly to the Tided d to understan y booklet here:			
How does this	apply to the Tid	le 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 representation the context surrounding it. What were sten	
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

Repre	senation	Before	we do	to the	need	to und	erstand		
theory	у. Сору у	our defi	nition fro	m your th	eory bo	oklet her	e:		
How	does thi	s apply	to the Tid	e advert?					

## Theory of Identity - David Gauntlett

Identity. Before	ve can apply to e we do that we nition from your the	need to und	derstand the	
How does this	s apply to the Tide a	advert?		

## Feminist Theory - Liesbet Van Zoonen

heory. Befo	we can appore we do the series we do the series we do the series we will be series with the series we will be series when the series we will be series with the series with the series we will be series with the series will be series with the series with the series will be series with the series we will be series with the series we will be series with the series will be series with the series will be series with the series we will be series with the series will b	nat we need	d to unders	tand the p	
How does t	his apply to th	e Tide advert	?		

## Feminist Theory - Bell Hook

Before we do	we can app o that we n n from your the	eed to und	erstand the		
Llow doos thi	is apply to the	Tido advort?			
How does thi	s apply to the	lide 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 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 on the advert.	audience	for	the	Tide	advert?	Refer	to	specific	elements
How is the Two Step I	Flow used in	n this	s adve	ert?					
How can you apply th	ne Uses & Gi	ratifi	catio	ns The	ory here?	,			

## Reception Theory - Stuart Hall

Before we do	e can apply that we nee from your theor	d to unders	tand the pr		
How does this	apply to the Tid	le advert?			
riow does tilis	арріу со спе по	ie auvert:			

## Cultivation Theory - George Gerbner

One theory we can apply to the Tide Advert is Theory. Before we do that we need to understand 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.

