Name:

Water Aid audio-visual advert

(2016)

This handout covers the following areas of the theoretical framework:

- Media Contexts
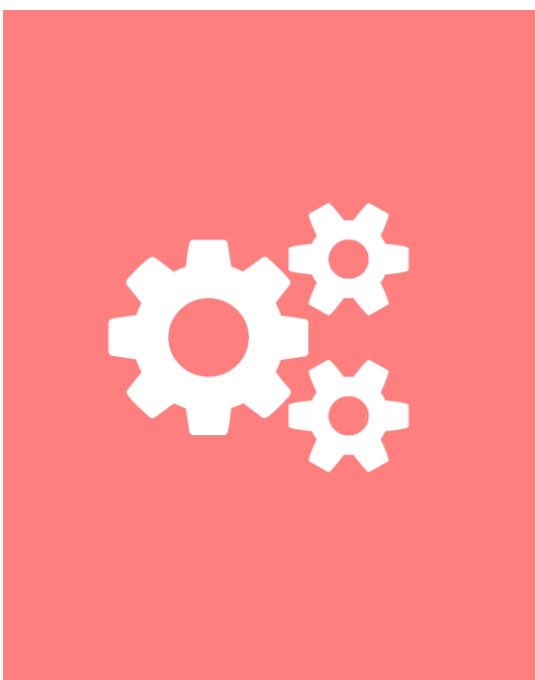- Media Languages
- Representations
- Audiences

Component 1: Media Products, Industries & Audiences

Reading: Glossary of Terms

Key Term	Glossary number	Define this term using your glossary
Action Code	1	
Active Audience	2	
Appeal	4	
Attract	7	
Audience Positioning	11	
Brand Identity	18	
Editing	37	
Ideology	57	
Interactive Audience	61	
Intertextual /Intertextuality	62 & 63	
Mediation	73	
Narrative	78	
Realism	94	
Representation	97	

Component 1: Media Products, Industries & Audiences

Reading: Theory Booklet

Theory	Key term	Page Number
Roland Barthes	• Semiotics	4
Stuart Hall	• Audience reception theory	21
	• Encoding & Decoding	31
Edward Said	• Ethnicity & Postcolonial theory	27
Levi-Strauss	• Binary Opposites	6
Albert Bandura	• Effects Theory/Hypodermic Needle	32
George Gerbner	• Cultivation Theory	33
David Gauntlett	• Identity	29

Content to Study

We Will Identify	Tick When Done
The cultural & historical context of Water Aid	☐
How media languages are constructed in moving images charity advertisements	☐
Analyse the media languages in Water Aid	☐
Analyse how representations are constructed in Water Aid	☐
Identify how the advertising industry targets it's audiences, using Water Aid.	☐
Use relevant theoretical perspectives to analyse Water Aid	☐

Investigating Media Languages.

**In investigating media language across the set products & your extended examples, you will need to consider:**

• How the different elements of language associated with different media forms communicate meanings.

• How developing technologies affect media language.

• The codes & conventions of media forms & products.

• The processes through which meanings are established through intertextuality.

• How audiences interpret and respond to these aspects of media language.

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Media Contexts

Historical Context:

The charity Water Aid was founded in 1981 as a response to a United Nations (UN) campaign for clean water, sanitation & water hygiene education.
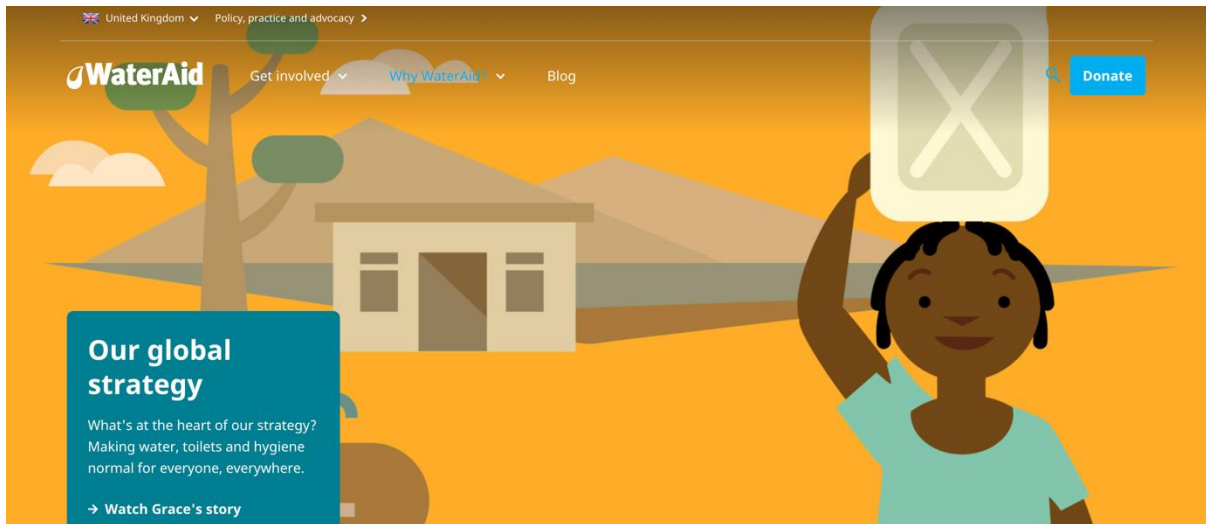
The charity works in 34 countries across the world in Africa, the Americas, Asia, the Pacific & Europe. Together with their partners they directly reached 995,000 people with clean water, 1.1 million with decent toilets & 1.6 million people with good hygiene last year. Since 1981 they have reached 25.8 million people with clean water.

✏️ **Describe Water Aid's 6 values:**

Respect   Collaboration
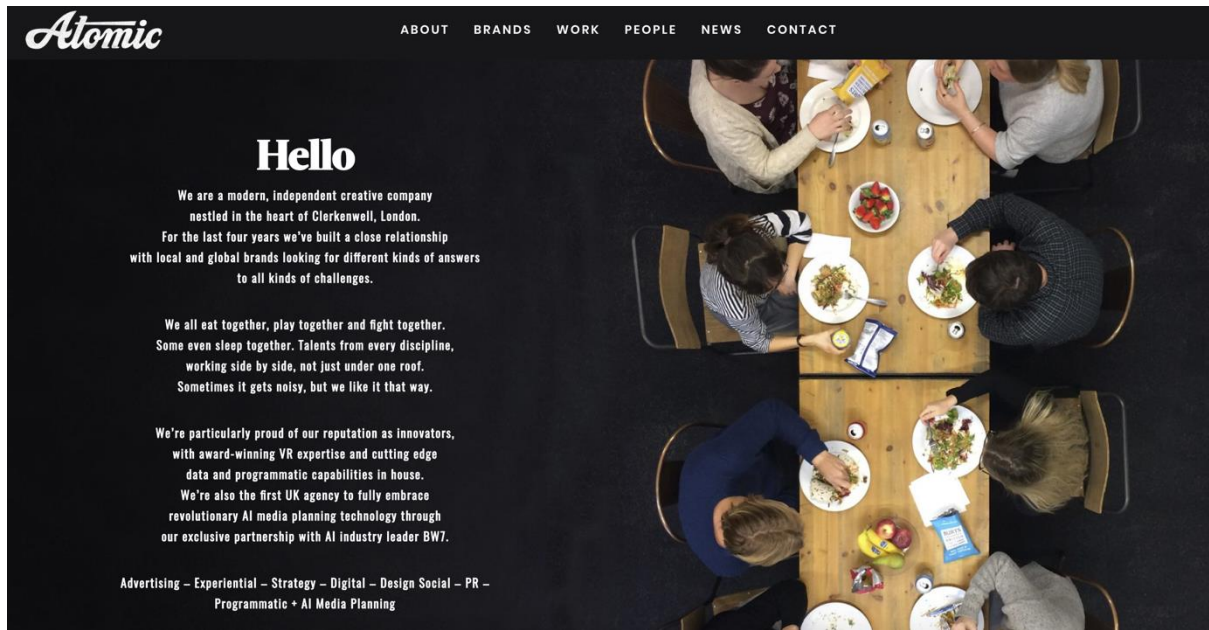
Accountability   Innovation

Courage   Integrity

Water Aid's 2016 audio/visual advert:

The Water Aid advert is the set product was created in October 2016 by the independent creative agency 'Atomic London,' whose slogan is 'Never Quiet.' Cancer Research is also one of their clients. The Water Aid advert is entitled 'Rain for Good.'

The film, which was shot by RSA films in Lubunda, northern Zambia, was broadcast from October 30th – December 31st 2016 on Prime Time TV, asking for a £3 one-off donation. The advert features Claudia, a 16-year-old Zambian student. The aim of the advert is to show a positive representation of how communities benefit from what we take for granted: clean water, decent toilets & good hygiene.

Watch Atomic London's short promotional film to expand your knowledge of the agency.

Component 1: Media Products, Industries & Audiences

Social & Cultural Context

Contemporary audiences are familiar with charity advertising campaigns and appeals. Telethons such as 'Comic Relief' and 'Children in Need' regularly raise amazing sums of money by encouraging audiences to fundraise & donate. Certain campaigns will reflect particular needs at specific times, for example the Syrian Refugee crisis and the famine in Africa in 2017. The campaigns usually serve to highlight the differences and the social injustices in certain parts of the world, and as such are related to the social and cultural context.

Some relevant campaigns/appeals:
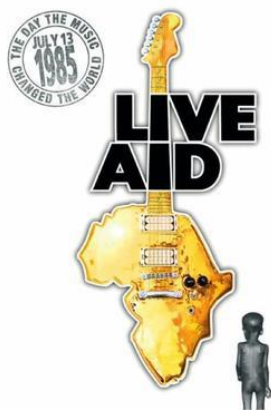
Water Aid's intention to innovate:

A criticism of these programmes and certain charity campaigns is that, in order to raise money, they only offer very negative representations in order to elicit an *emotional response* from the audience. The Water Aid advert presents a more positive representation, highlighting how the money is spent and the effect on communities of access to clean water. The concern of the charity was that the target audience were becoming desensitised to some traditional charity fundraising tactics.

Water Aid said of the advert:
"The audience is presented with a happy, energetic community, now able to do everyday activities like laundry and farming, while also having time to chat and play."
"We deliberately broke away from the traditional charity ad formula to create something positive and centred around the progress it has made as a global charity."

Comprehending the context

✏️ From the historical, cultural & social context reading, answer the following questions:

1. **What are Water Aid's 6 core values?**

2. **What is the song that Claudia sings in the Water Aid advert product?**

3. **Who is Atomic London and what is their slogan?**

4. **What are the popular charity campaigns listed on the previous page?**

5. **What does Water Aid mean when it says audiences have become desensitised to charity adverts?**

Set Forms: Advertising & Marketing

KEY TERMS

Brand:

Brand Identity:

Consumable Products:

Advertising Campaign:

Hard Sell:

Technique:

Advertising is one of the most powerful media forms and the advertising industry is one of the most lucrative. It is important to be aware of how advertisers use _____ and construct _____ in order communicate _____ and market their products. Advertisers _____ us to buy what we want and desire rather than what we actually need. However, advertising is not solely confined to the selling of _____. All sorts of areas of society and companies advertise products, not all of which are for sale. Whatever is being advertised, it is important for the advertisers to establish the brand and the _____ that the _____ will recognise.

Consumable Products   Representations   Persuade   Brand Identity

Audience   Meaning   Media Language

Component 1: Media Products, Industries & Audiences

🖊️ Write down as many conventions of advertising/marketing that you can think of:

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Advertising Conventions ❓

📈 Stretch your conventions by suggesting connotations in a different colour.

Using Media Language in Audio/Visual Advertising

Print and audio visual adverts only have a limited amount of time to communicate messages. Print adverts have to catch your attention as you flick through a magazine or glance at a billboard. Audio visual adverts are usually only 30-45 seconds in length and modern audiences are in the habit of skipping them where possible. The job of the advertising agency is to create an advert that arrests our attention.

Use the conventions that are below and discuss how they apply to the 'Chanel' advert.

Conventions	Apply to Chanel
Establishing the genre	
Visual Codes	
Language of persuasion	
Slogan	
Narrative	
Soft Sell	
Hard Sell	
Logos	
Demonstrative Action	
Mode of Address	
Intertextuality	
Celebrity Endorsement	
Unique Selling Point	

Area of Focus: Charity Advertisements

One sub-genre of advertising is charity campaigns. They combine the recognisable conventions of the advertising form, but they also have a set of conventions specific to this sub-genre. Charity campaigns want an immediate response from the audience, therefore the advertising agencies responsible for the campaigns produce shocking, memorable, and hard hitting adverts.

Use the conventions listed below and apply them to the Oxfam advert.

Conventions	Apply to Oxfam
Name – campaign to differentiate it to other campaigns.	
Audio Codes (Diegetic/Non-diegetic)	
Technical Codes (Camera Editing)	
Visual Codes (Language & Mode of Address)	
Talking Head Style Advert	
On screen Graphics	

When it says apply, it means you should look at how this advert uses the codes & conventions to market the product.

Analysing Media Language: Water Aid

Cultural context: Following 1984's Do They Know It's Christmas? single for Band Aid, 1985's Live Aid was the first global charity event aiming to raise funds for relief of the ongoing famine in Ethiopia. The Comic Relief telethon was launched by Richard Curtis and Lenny Henry in 1985 with the same initial famine relief aim, and went on to raise over £1bn for charitable causes across Africa and in the UK. The contemporary audience for this advert could be assumed to be familiar with the codes and conventions of both audio-visual adverts and those for charitable organisations in particular.

Use the screenshots from the advert below to help you structure your notes.

Advert Screenshot	How is media language encoded in this advert?

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650 million people still don't have access to clean drinking water

Reg charity no: 288701 England & Wales and SCO39479 Scotland.

Text SUNNY to 70555 to give £3 today and help reach more people like Claudia

Charity donation service texts cost £3 and one standard network rate message. WaterAid receives 100% of donations.