

CSP Booklet

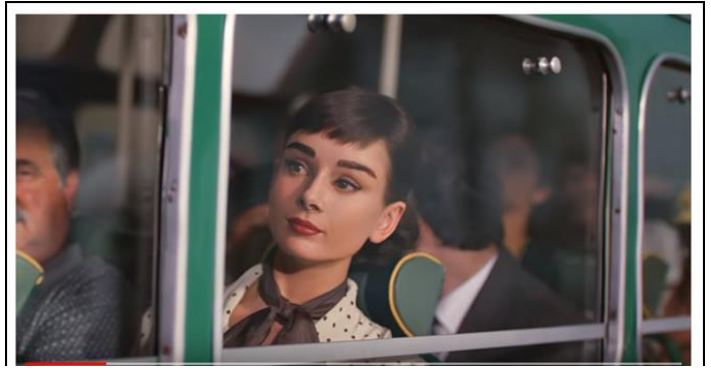
Advertising

Focus: Language & Representation



Student Name:

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Galaxy Chocolate Advert Feat Audrey Hepburn

Context: Historical Context

In your own words:

- What is nostalgia?

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- Why does the chocolate industry seem to have a focus on nostalgia in their advertising campaign [think target audience / perceived as natural and wholesome products / desire for more 'traditional' times]

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In your own words:

- What does CGI stand for?

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- Why are there moral issues related to the CGI use of a dead celebrity in an advertising campaign?

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Media Language: Semiotic Analysis

Describe and explain the semiotic codes used in the advert



Language:


Cultural:

Visual:

What are the connotations of the advert?

Media Language: Narrative Structure

Watch the advert, pick out the key scenes in it, story-board them and describe what is happening, the shot type, and where possible the meaning/connotation.

Scene	Image	Description and Meaning
1		Busy Italian market scene – links to 1953 film 'Roman Holiday'. Bus journey disrupted by fallen food. Audrey is seen on bus.
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Media Language: Todorov's Narrative Theory

- In your own words, what is Todorov's narrative theory?

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Equilibrium	Bus is travelling through Italian village.
Disruption	Fruit stall stops bus and disrupts journey.
Resolution	
Restored order	
New Equilibrium	

Media Language: Propp's Narrative Theory

- In your own words, what is Propps narrative theory?

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	Describe each Character type	Which are present in the Galaxy Advert?
The Hero		
The Villain		
The Princess		
The Donor		
Princesses Father		
The Helper		
The False Hero		

Media Language: Intertextuality

- In your own words, what is Intertextuality?

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- Why do advertisers use this?

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- Give examples of intertextuality within the Galaxy advert:

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- Would using intertextuality work for all audiences? If not, why not?

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Media Representation:

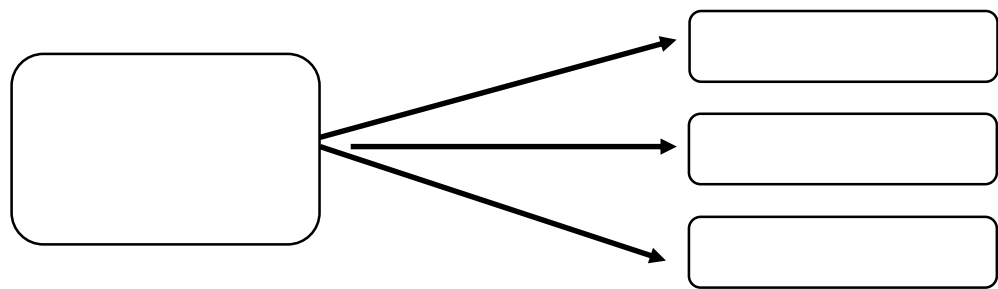
Media Representation: Stereotypes vs Reality

	Stereotype used	Reality
Place: Italy		
Celebrity: Audrey Hepburn		
Product: Galaxy chocolate		
Time: 1950s		
Masculinity and Femininity		
Class		
Age		

- **Why have each of these stereotypes been used, how do these impact on the audience?**

This image shows a full page of white paper with horizontal dashed lines, typical of primary school writing paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Media Audience: Hall’s Reception Theory



- In your own words, explain Hall’s Reception Theory

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- Look at the following factors, explain WHY a person may take a dominant or oppositional reading:

	Dominant	Oppositional
You need /deserve the luxury chocolate		
Cultural reference to 1950s movie star		
Age of the audience		
Representation of Audrey Hepburn as feminine		



NHS Give Blood: Represent ft. Lady Leshurr

Media Audience: Niche & Mass

In your own words:

- What is a niche audience?

- What is a mass audience?

- Who is the niche audience in the NHS Give Blood advert?

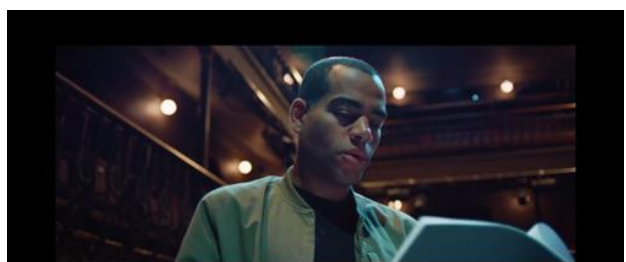
In your own words:

- What does BAME stand for?

- Why is there a need to advertise blood donation to the BAME community?

Media Language: Semiotic Analysis

Describe and explain the semiotic codes used in the advert



Semiotic Code (visual, verbal, cultural)	What are the connotations (meaning)

Media Language: Genre, Hybridity, intertextuality

In your own words:

- What is hybridity in media, why is it used?

- What is Genre?

- What genre is the NHS Give Blood advert (think intertextuality)? What conventions does it borrow from this genre?

Media Language: Narrative structure

In your own words:

- What narrative structure is used in the NHS Give Blood Lady Leshurr advert? Explain why you think this.



Consider how the following are represented in the advert:

Ethnicity

Masculinity

Femininity

Ability/disability

Class

Places

Media Representation: The BAME community

In your own words:

- How are different BAME groups represented in the advert?
Give a minimum of 3 examples.

Do they conform to, or challenge traditional stereotypes?

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- Why have some images been SELECTED and some not?

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Media Representation: Selection, Mediation, Construction

In your own words:

- What is SELECTION? Why is it used in media texts?

- What is MEDIATION?

- What is CONSTRUCTION?

Media Audience: Reception Theory

- Different factors may affect the audience response
How would different audiences respond to the NHS Give Blood advert?

Factor	Dominant	Oppositional
Age	Younger people would respond more positively to the advert as the majority of stereotypes portrayed are young. Also, the style of music and way the advert is constructed is aimed at a younger audience	Older people may not respond to the imager and the style of music so may take an oppositional reading
Social Class		
Gender		
Ethnicity		
Place		



OMO, Print Advert

Woman's Own Magazine, May 1955

Context: Historical Context

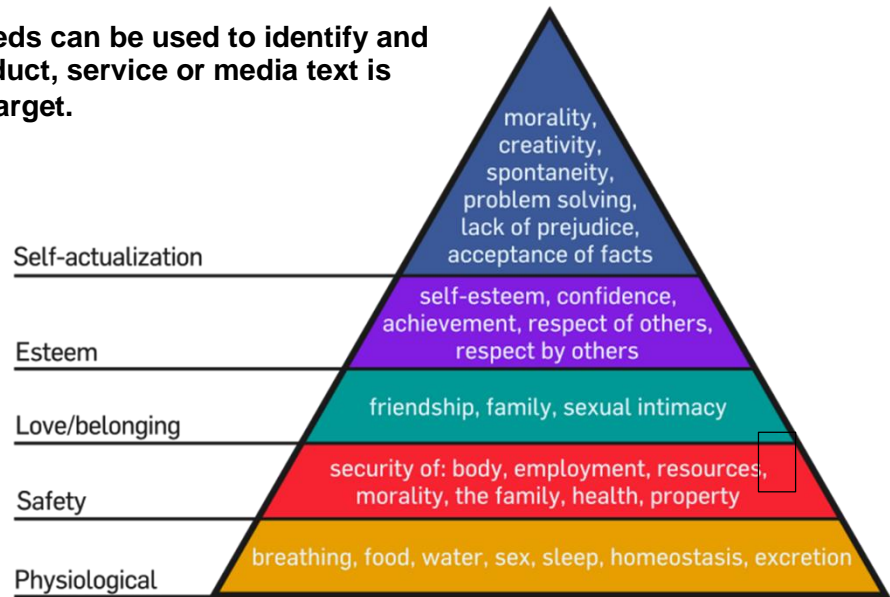
In your own words:

- **What is the stereotypical role of a woman in 1950's Britain?**

- **How does this compare to representations of men and women today?**

Media Audience: Maslow's Hierarchy of Needs

Maslow's Hierarchy of needs can be used to identify and explain what 'need' a product, service or media text is appealing to or trying to target.



	Galaxy	NHS Give Blood	OMO
Maslow's Need			

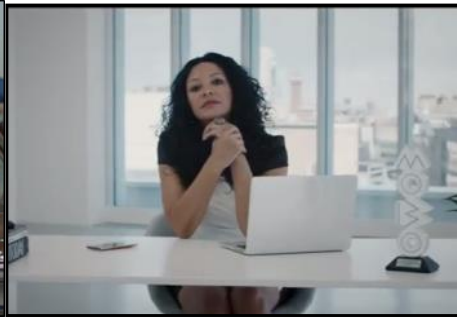
Media Representation: 1950's Comparison



Possible keywords
 Perfectly presented
 Power
 Control
 Subservient
 Feminine

	Similar	Different
Galaxy		
OMO		

Media Representation: 1950's vs 2000's Comparison



Compare how our 3 CSPs represent women in the 1950s and 2000s differently

[illegible]

Media Language: Technical Elements of a Print Advert

For each element, describe and explain the intended meaning of each element. Why have they included this? Think **denotation** and **connotation**.



Callout:

Heading:

Main image:

Colour scheme:

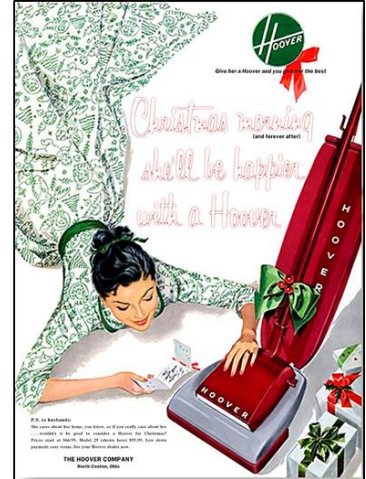
The copy:

The slogan:

Describe what you think the overall connotation of the advert is:

Media Audience:

Modern Views on 1950s Advertising



For each 1950's advert, state why this would cause offence to today's audience:

- **Alco**

- **Mr Leggs Trousers**

- **Hoover**

- **How does your OWN opinion impact how you view/respond to an advert?**
(Hall's Dominant, Negotiated or Oppositional readings)

[illegible]

Media Representation: Stereotypes

We all respond to the use of stereotypes in different ways depending on our own personal experiences.

In your own words:

- What is a stereotype?

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- Why do adverts use stereotypes?

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- What stereotype is used in the OMO advert?

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