

NHS

Represent



Ft. Lady Leshurr

NHS Give Blood : Represent Ft. Lady Leshurr

Why is the advert called Represent?

- It represents **Black** and **Asian** ethnics.
- The red E in the logo represents blood.
- E stands for ethnicity
 - possibly backwards to represent minorities.



Semiotics/message of the advert

- The advert gives the message that everyone needs blood.
 - They have done this by using both ordinary people and famous people in the advert. This gives the message that no matter how famous or ordinary you are, you still need blood.
- Empty chairs
 - Perhaps, the empty chairs in the advert is suppose to represent how no one gives blood.
- " The sky has no limit " (lyrics)
 - Shows that everyone can donate blood.
- The advert also cross references with sports.
 - Uses a basketball player in the advert.
- A lot of money is infested into making the advert
 - The advert was filmed in 13 different locations, this shows that a lot of money was put into actually filming the advert and also a lot of time was taken to produce the advert. This further shows their desperation of conveying the message to the audience.

Visual representations

- Challenges traditional stereotypes

- The advert features a female rapper, boxer, coach and businesswoman which are professions that are mostly represented by men

Why is there a need for blood in the BAME community?

They want blood donors from all communities and ethnic backgrounds so that they can meet the needs of all patients. Black, Asian and minority ethnic are especially needed because some patients need blood that is closely matched to their own. Some other diseases or blood conditions also requires blood that can be closely matched with the patient's blood since the most commonly affected people are Black, Asian and minority ethnic group. An example of a blood condition would be sickle cell disease, thalassaemia and other diseases that is treated through blood transfusion. The bloods are best matched with those from the same ethnicity.

It is said that less than 5% of blood donors last years were from black, Asian and minority ethnic communities even though around 14% of people in the UK are black, Asian and minority ethnic communities.

Genre

The genre of the music video is obviously rap, this is mainly because of Lady Leshurr's rap. However the genre could also be conveyed by its codes and conventions. Some code and conventions of the genre rap are:

1. Low angled and close up shots to represent power between the artist and the audience. This is because when a low angle is used the artist has to look down at the audience. Close shots shows power because it shows that the artist is important enough to have a whole frame dedicated for themselves.
2. Eye contact with the audience as if the artist is talking directly to the audience.
3. Jewellery such as heavy rings and prominent rings.
4. Clear display of emotions. The artist usually conveys the emotion of their song by their tone of song and facial expression. For example anger could affect the tempo of the song (usually faster) and the artist would have an aggressive facial expression.

How is the BAME community represented visually?

The BAME community is represented in diverse way as it challenged traditional stereotypes. The advert has a black woman as a businesswoman which obviously has a high status, the advert also has hijabi women which shows different ethnicities. Furthermore, the advert also includes people with disability, women engaging in different jobs such as a boxer and a coach and people of different ages. This allows the advert to target a wider range of audience as they are more likely to be able to identify with the people in the advert which might then lead them to actually donating blood.

Selection

- Some things were left out probably due to the time limit they had of 2 minutes, with this amount of time they have to be able to convey their main message to the audience which then leads to some parts being left out. They might choose to have a time limit of 2 minutes because of the audience's attention span. They have to keep the audience entertained while also conveying their message.

Mediation

- Some footage were probably cut down and we can see this is the behind the scenes. This is again probably due to the strict time limit. Some extra scenes might have been left out because they don't give the clear message for the video

Construction

- The advert was constructed in a music video format. This way, they can both entertain the listeners but also at the same time give them a message. The song is a catchy rap which features Lady Leshurr which might again attract her fans to watch it.

Uses of gratifications in the music video

- The music video allows the audience to be **informed** and **educated** about blood donors. The music video provides statistics to show the percentage of Asians and blacks blood donors. This will then make the audience more aware of the lack of black and Asian blood donors.

- The music video also allowed the audience to **identify** with the characters/people in music video. This is because the video features black, Asians and minorities participating in different activities/jobs, with different status and genders. The audience are can then relate to the characters in the video and therefore learn more about themselves.

- As this is a music video, one of its purposes is to **entertain** its audience. This advertisement have done a great job advertising by producing a music video since a lot of people listen to music and therefore will find their advertisement entertaining.

- The advertisement also provides the audience a topic for **social interaction**. The audience can raise awareness by spreading and talking about the messages conveyed in the music video.

	May interpret positively	May interpret negatively:
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 not respond positively to this.
Social class	The lower class would probably respond positively to this advert as some affected people that live in poverty might be desperate for bloods but doesn't have enough money for it, whereas the rich upper classes could probably get blood first and be prioritised as they have money.	Some upper classes might respond negatively because they not feel as desperate for blood maybe because they know they can get prioritised by money.
Gender	I think both male and female would respond positively to this advert. This is because both genders are presented well in this music video. Females are engaged in a way that challenges the typical stereotypes while males are also included.	
Location (Urban / Suburban / Rural)	I think people living in urban and rural areas would respond positively because they need blood and getting blood would be hard for them. The rap also gives it an edgy vibe and some people from rural and urban areas might like that.	People living in suburban areas might not be that desperate for blood as they can use their money for it therefore they might not be interested in the advert.
Relationships	People from black and the Asian community might be able to identify with the characters therefore form a better relationship with the advert.	A white audience might not have a very positive relationship with the advert as the advert doesn't feature white people.
Ethnicity	Asians and the blacks are able to identify with the characters in the music video therefore they might respond positively to the advert.	Little to no white people are featured in the music video which therefore means that white people can't identify with the nature of the characters featured in the advert.

This product provides an excellent opportunity to explore a range of different representations: ethnicity, masculinity, femininity, class, age, disability and ability and place.

Sample questions for Advertising and Marketing

In your Media exams, you are likely to get questions similar to these:

- 1) Why do advertisers use stereotypes? [6 marks]
- 2) Explain how advertisements reflect the historical context in which they were created. [12 marks]

Represent: background information

Lady Leshurr is an English rapper, singer and producer. She is famous for her freestyling rap style and has her own clothing line.

The two articles at the back of the booklet provide details on the campaign and how it was developed. This also gives information on why blood from people with a BAME background is so vital.

GLOW words to use in connection to this campaign

- Literal – the actual, obvious meaning
- Semiotics - the message behind what you see (hidden messages)
- Reinforce stereotype – when a representation is what we expect

- Challenge/subvert stereotype - When a representation goes against what we normally see in the media
- Mass - A mass audience is made up of a large group of people (men, women, children, elderly)
- Niche - A niche audience is a small subset with very unique interests or characteristics

Codes and conventions of rap music videos

- There are many low-angled, close up shots in hip hop videos, to imply the artists' power over their audience. The low angle gives them the power, because they look down on the audience and the close up gives status because it implies they're important enough to have a frame to themselves.
- Sections of direct contact with the camera (the artist usually spends a lot of time looking straight into the camera as if to talk or have a conversation with the audience and relate to them)
- Props regarding costume tend to be used, for e.g. gold jewellery (male rap artists are commonly known to wear heavy chains or prominent rings)
- Show a clear display of emotions – if the tone of the song is angry, the artist is likely to present this through their gestures and facial expressions.
- Strong editing cuts between concept / performance and narrative.

Re-watch the Represent video and then watch the 'making of' video:

- 1) What does BAME stand for?
- 2) Why is there a need for blood in the BAME community?
- 3) What does this advert want people to do once they've seen it ('call to action')?
- 4) Why is the advert called 'Represent'?
- 5) Why have the producers chosen famous BAME celebrities to feature in the advert? Give an example of three well-known people who appear in the advert and why they are famous.
- 6) Why is there a slow-paced long shot of empty chairs at the end of the advert?
- 7) How does the advert match the key conventions of a typical rap music video?
- 8) How does the advert subvert stereotypes? Give three examples (e.g. ethnicity, masculinity, femininity, age, class, disability/ability etc.)

9) How does the advert reinforce certain stereotypes of the BAME community?
Could there be an oppositional reading where some audiences would find this advert offensive or reinforcing negative stereotypes?

10) Choose one key scene from the advert and write an analysis of the connotations of camera shots and mise-en-scene (CLAMPS).

Grade 8/9 extension tasks

- 1) How does the advert use genre and intertextuality to appeal to the target audience?
- 2) How is celebrity endorsement or star power used to make the campaign stand out?
- 3) Research the following stars in more detail: Lady Leshurr, Ade Adepitan, Kanya King. Why are they famous? How do they help the campaign reach different segments of the niche BAME audience?
- 4) Read [this MOBO press release about the "B Positive" campaign](#) - the follow-up to the Represent advert. How does it aim to build on the success of the Represent campaign

<https://www.blood.co.uk/news-and-campaigns/represent/>

Grime artist Lady Leshurr leads a star-studded cast in our new 'Represent' campaign

The '#Represent' campaign sees NHS Blood and Transplant (NHSBT) join forces with MOBO to recruit a new generation of blood donors. Together, we are asking young people, especially young people with black and Asian heritage, to step up and represent by signing up to **become blood donors** and **sign the Organ Donor Register**.

Why the MOBOs?

Since day one, MOBO has had a social and cultural responsibility beyond the parameters of music, motivating and elevating young people to achieve their full potential. NHSBT are also asking people to fulfil their potential, if possible, by becoming lifesavers. A partnership with MOBO seemed the perfect fit.

The vital work of NHSBT would not be possible without our donors - ordinary people doing extraordinary things by saving and improving the lives of others. We hope that our partnership with the MOBOs will encourage even more young people to become lifesavers.

Why is the campaign needed?

More young donors, especially more black and Asian blood donors are needed. Donors with Black or Asian heritage are more likely to be rare blood types. These rare blood types are essential in the treatment of patients with sickle cell disease and thalassaemia which mainly affect patients of black and Asian heritage respectively.

These patients who require regular transfusions need blood which is more closely matched to their own to get the best outcome; the best way to get this match is blood from a similar ethnic background.

People of Black and Asian heritage also have a higher incidence of conditions such as diabetes – which increases the chances of needing an organ transplant. As a donor from the same ethnic background could provide the best and closest match for patients, we need more people with Black and Asian heritage to **sign up as organ donors**.

The Represent Film

To inspire the next generation of donors in a new and creative way, we have created a music video with a powerful message.

Written and performed by fantastic UK Grime artist and 2016 MOBO Award nominee Lady Leshurr, the video showcases leading UK celebrities including record breaking Olympian Nicola Adams MBE, TV presenter and wheelchair basketball player Ade Adepitan, Chuka Umunna MP and MOBO's own Founder and CEO Kanya King MBE.

By partnering with the MOBO Awards and engaging with key role models and influencers, NHSBT aims to highlight the importance of blood donation and motivate more young people to book an appointment and help save lives.

Step up and #Represent.

<http://www.nme.com/news/lady-leshurr-video-blood-donors-1780716#hOiuST1LiO0arebR.99>

Lady Leshurr shares ‘#Represent’ video in collaboration with the NHS and MOBO

The Birmingham rapper's latest project aims to highlight the lack of blood donors in the UK's black & Asian communities

Lady Leshurr has shared a new music video that aims to drive young donors to register and give blood, especially those from black and Asian communities.

The song leads the new **#Represent** campaign, a joint initiative from the NHS Blood and Transport authority and MOBO that has the aim of increasing registrations of blood donors from the two communities. In figures provided by the NHS, only 3% of donors who gave blood in the last 12 months are of black or Asian heritage. There is also a particular need for young blood donors to come forward, given that over 50% of all current blood donors are aged 45 and over.

In the promotional video, Leshurr performs on a London rooftop as such well-known names as Olympic gold medalist Nicola Adams, television presenter Ade Adepitan and Labour MP Chuka Umunna show their support for the new campaign.

Speaking about her involvement in the new campaign, Leshurr said she jumped at the chance to contribute to what is an important initiative.

“It’s a cause close to my heart coming from the black community,” the Birmingham MC said. “I really hope it will make a difference, and bring about real change and help those that need it most. The time is now to give blood and save a life.”

To find out more or book an appointment to give blood, [visit the NHS blood donation website](#), call 0300 123 23 23, or search for the ‘NHS Give Blood’ app.