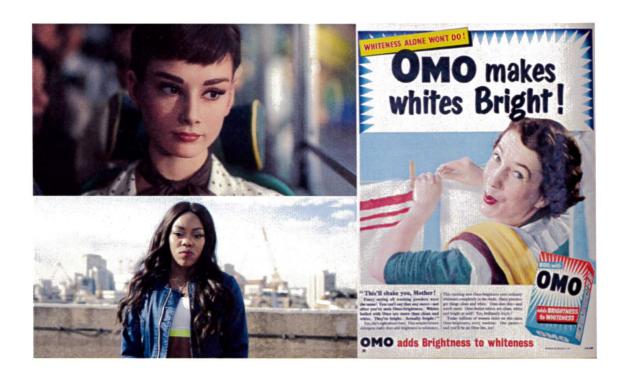
Advertising & Marketing

GCSE MEDIA STUDIES (AQA) Year 11 Revision Pack



Galaxy Chocolate; NHS Blood: Represent & Omo

Product:

Advertising and Marketing - Television advertisement for Galaxy

https://www.youtube.com/watch?v=Sw-9zMEDzRM

This is a Targeted Close Study Product for which you will need to focus on the following areas of the Theoretical Framework:

Media Language

Media Representations

Selection Criteria

This advert is of some cultural significance because of its extensive use of CGI and its intertextual references to a dead celebrity. It also provides extensive opportunities for analysis using techniques and concepts drawn from the study of Media Language and Media Representations.

What do I need to study? Key Questions and Issues

This advertisement relates to the theoretical framework by providing a focus for the study of:

- Media Language
 - Semiotic analysis of this product will help develop your understanding of how codes and conventions are used to communicate meaning. How would you describe the narrative structure of the advert? How useful are narrative theories (such as Propp) in the analysis of the Galaxy advert? What elements of intertextuality can you identify? Which techniques of persuasion are used to promote the product?
- Media Representations of place, celebrity persona, the product (Galaxy chocolate), a historical period, nostalgia, masculinity and femininity, class and age. How are these representations constructing a version of reality? Identify the stereotypes used and explain their function. How are choices made by the producers of this advert in order to convey particular viewpoints, messages, values and beliefs? What factors will affect the audience's interpretations of these representations?
- Social and cultural contexts. The product raises issues of the link between advertising, identity and consumerism within a broadly consumer culture. Comparing the Galaxy advert with historical examples (e.g. early television adverts for confectionery) will help you understand the powerful influence of changing social values and beliefs on advertisements.

Product:

Advertising and Marketing – NHS Blood and Transplant online campaign video *Represent* featuring Lady Leshurr

https://www.youtube.com/watch?v=4YUbquK Oal

This is a Targeted Close Study Product for which you will need to focus on the following areas of the Theoretical Framework:

Media Language

Media Representations

Selection Criteria

This is a product that targets a niche audience with a clear persuasive message. It incorporates the conventions of music video and illustrates many aspects of media language and media representations as theoretical framework areas. There are rich and challenging opportunities for analysis here.

What do I need to study? Key Questions and Issues

This paper relates to the theoretical framework by providing a focus for the study of:

- Media Language What is the message of this product? How are the chosen codes and
 conventions helping to communicate this message? Skills of semiotic analysis will help you
 understand this product. What is the genre of *Represent*? Are there any elements of
 intertextuality or hybridity? How would you describe the narrative structure of this product?
 How is narrative being created to construct a point of view?
- Media Representations. Represent offers the opportunity to analyse a range of representations – ethnicity, masculinity, femininity, age, class, ability/disability and place amongst others. How effective is the use of stereotypes in Represent? How do theoretical perspectives on representation including processes of selection, construction and mediation help with the understanding of this product? What factors affect the audience interpretations of the representations offered in this product?
- Social and cultural contexts. The NHS Blood and Transplant marketing campaign
 Represent featuring Lady Leshurr is directly aimed at the BAME audience in an attempt to
 boost the number of blood donors from this section of society. This product raises issues
 about the social function of some promotional products and the impact they can have on
 behaviour, attitudes and beliefs.



This is a Targeted Close Study Product for which you will need to focus on the following areas of the Theoretical Framework:

Media Language

Media Representations

Selection Criteria

This product provides good opportunities for developing and applying analytical skills drawn from a study of Media Language and Media Representations. Studying this product in its historical context will help you to understand just how important the social and cultural contexts can be in the construction of media products.

What do I need to study? Key Questions and Issues

This product relates to the theoretical framework by providing a focus for the study of:

- Media Language. What are the connotations and denotations of the various signs that make up this advertisement? How do elements such as layout and design, typography, body language and use of language contribute to the meaning of the product? Messages and values are clearly different to those found in modern advertisements, but how are these messages and values communicated by the signs, codes and conventions used in this advertisement? How effectively is media language used to create a persuasive message? How does the combination of elements in the advertisement contribute to a narrative? How does the media language used here position the target audience and how does today's reader interpret these signs differently?
- Media Representations. You will need to study the representations of gender here; particularly femininity but also the implied representation of masculinity. To what extent does the product make use of a stereotype or stereotypes? What is unfamiliar and what is familiar about the 1950s world that is re-presented here? Discuss your own interpretations of the representations here. How are these interpretations influenced by your own experiences and beliefs.
- Historical, social, cultural and political contexts. You should discuss the ways in which media language and representations reflect the social, historical and cultural contexts in which this advertisement was produced. Does the help you to make sense of the contexts influencing today's advertisements? Useful contrasts can be drawn with the two other advertising and marketing Close Study Products. Have political changes played a role in the developments that have made this advertisement seem outdated and unusual, especially in terms of gender representation?

Practice Questions

Shorter, Knowledge-based Questions

Briefly Explain what is meant by:

- Marketing
- Nostalgia
- Media Conventions
- Narrative
- Intertextuality
- Hybridity

[2 Marks each]

Longer, Analysis Questions [8-12 markers]

- Analyse how layout and typography can be used to communicate meaning in any ONE of the close study products (Galaxy; NHS Blood; OMO).
 [8 marks]
- Explain how TWO of the close study products (Galaxy; NHS Blood; OMO) construct their messages and values for the viewer. [10 marks]
- How far do the adverts you have studied rely on stereotypes? [10 marks]
- Explain how media language is used in the adverts you have studied to target specific audiences. [12 marks]
- Analyse how the adverts you have studied use intertextuality/hybridity in order to construct their messages and values.

One 20 Mark Question per focus section (Lang/Rep/Aud/Ind)

- Explain how the ways in which adverts construct their narratives has changed over time? Refer to media narrative theory in your response. [20 marks]
- Explain how the three close study products (Galaxy; NHS Blood; OMO) represent groups like race AND gender and how this has changed over time. [20 marks]