

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.

Product:

Advertising and Marketing – OMO Print advert from *Woman's Own* magazine, 5 May 1955

WHITENESS ALONE WON'T DO!

OMO makes whites Bright!



"This'll shake you, Mother!"

Fancy saying all washing powders were the same! You can't say that any more—not after you've seen Omo-brightness. Whites boiled with Omo are more than clean and white. They're bright. Actually *bright!*"

Yes, she's right about Omo. This wonderful new detergent really does add brightness to whiteness.

This exciting new Omo-brightness puts ordinary whiteness completely in the shade. Many powders get things clean and white. Omo does this—and much more. Omo-boiled whites are clean, white and bright as well! Yes, brilliantly *bright!*

Today millions of women insist on this extra Omo-brightness, every washday. One packet—and you'll be an Omo fan, too!

OMO adds Brightness to whiteness

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HUDSON & KNIGHT LTD.

Turn over ►

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. [12 marks]

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]