

# WJEC TransitionPack

## Yr11-12 2019

### MEDIA STUDIES

# Annotation of set product text

## Deconstructing a text using media language

**Intertextuality** characters in gold frame, Miss Sweetly & Major Quality are part of the brand identity of the product from 1936 & symbolic of the regency era of British history as shown by their older style costumes

**Mise en scene** costume (suit & tie) of male character connotes formal nature of his dilemma & also higher class & richer society but suggests Patriarchal society - part of a range of adverts of this time

**Connotations** of female characters being dressed in similar colours to sweets at bottom left third could link to male 'hero' character 'choosing' between 2 sweets (2 damsels in distress) & females choosing the chocolate.



**Structure & Design** Anchorage of the gold frame - connotations of the halo effect around the man suggest male dominance. Also connotations & links to regency era.

**Composition** triangular shape of main characters help secondary anchorage of product as it is central in the framing.

**Typography** is strong forming bottom third of advert & strong purple colour emphasises product name to draw consumers eyes to the product. It is also hand drawn & has very rich, primary colours which links to the post-war consumerist culture.

**Persuasive Language techniques** eg alliteration & use of superlative 'what a **delicious** dilemma' & '**delightfully** different' indicate a well read educated audience further emphasised by bold serif font style connoting richness & luxury.

# Deconstructing a text using Representation

**Patriarchal (male dominated society)**  
 Main image connotes he is in control of the product and is centrally framed. Links to Mulvey's male gaze theory as male character anchors audience's eyes to product which has phallic symbolism. Dress code (formal suit) also connotes that the modern working businessman may be the 'provider' of the brand

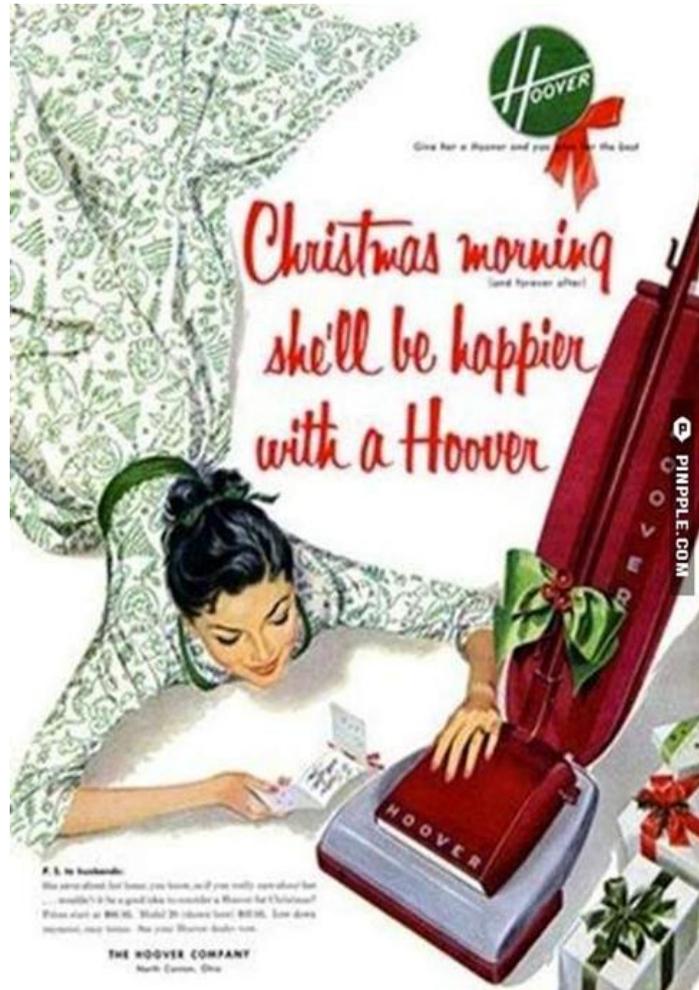
**Stereotypes** – females stereotype of the need for chocolate (still exists today) plus their subservient body language to the dominant man. Implies that to be successful you need to be romantically led by a man.  
**Secondly** stereotype of females as manipulators distracting the man through romance to access the 'prize' (the chocolate in the gentleman's lap). Could connote the way that society was moving at the time.



**Representation of Age** The advert above is purposely aimed at young middle aged adults (25-40) as they could see themselves as the characters in the main section of the advert

**Whereas** the advert on the left is clearly aimed at an older target audience aged 60+ (grandma doing her knitting) for similar reasons

**Task 1** Using the analysis of media language and representation on the previous 2 slides, deconstruct this advert in a similar way using media language and representation terminology.



## TASK 2

# Come on - let's have a 'COKE'!

Coca-Cola is real refreshment for everybody—  
any time of day. Out and about, or at home with the  
family, it's always the right time and place for 'Coke'.  
Pure and wholesome, delicious and refreshing.  
Coca-Cola is unlike any other drink in the world.  
Enjoy 'Coke' whenever you feel like a 'break'—  
and come to work for great  
wonderfully refreshing!



Call it 'Coke' or Coca-Cola  
it's the same delicious drink

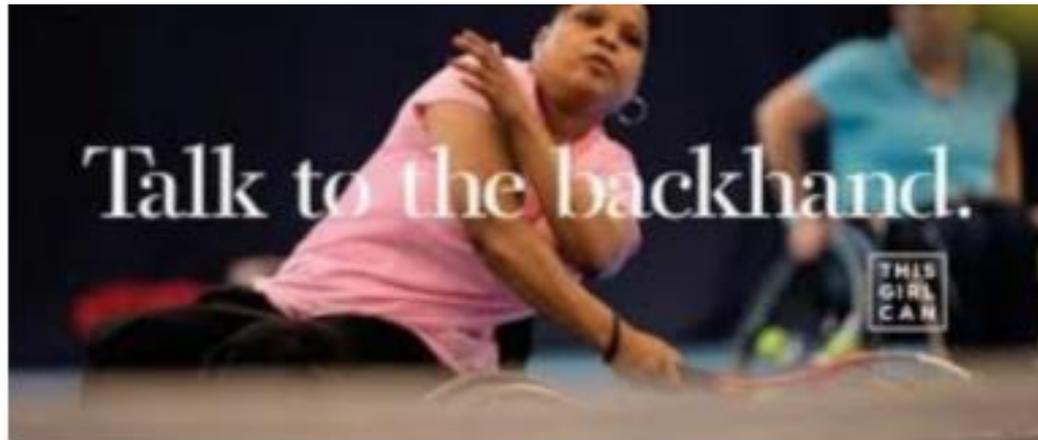
1. What messages about the coke brand does the logo communicate?
2. What are the connotation of the red and white in this advert?
3. How is the woman represented . Think about context.
4. What messages does the advert communicate to the audience? Think about context and what was happening at the time.

TASK 3 Read the information below then complete the task on the next slide

## Context of 'This Girl Can' - Nike

- Sport England carried out a lot of research to figure out why there was such a big gender gap in sports participation. They discovered that two million fewer 14-40 year old women than men partake in sport regularly and they wanted to understand why. They discovered that:
  - 13 million women said they would like to participate more in sport and physical activity, just over 6 million of these are not currently active at all.
  - Fear of being judged was the number one barrier for most women who felt they were unable to participate in physical activity.
- Soon after the launch of the "This Girl Can" campaign, Nike released a more motivational campaign called "Better for it" which also portrayed a more 'real' side to fitness.
- As a result of the campaign, 1.6m women have started exercising and the number of women playing sport and being active is increasing faster than the number of men

TASK: Look at the two different 'This Girl Can' campaign posters. Think about how disability and age is represented in these two. Write an analytical paragraph on the representation shown in each poster.



# Media Language

Common film poster convention , actors name is prominent to entice the audience through a well known actor

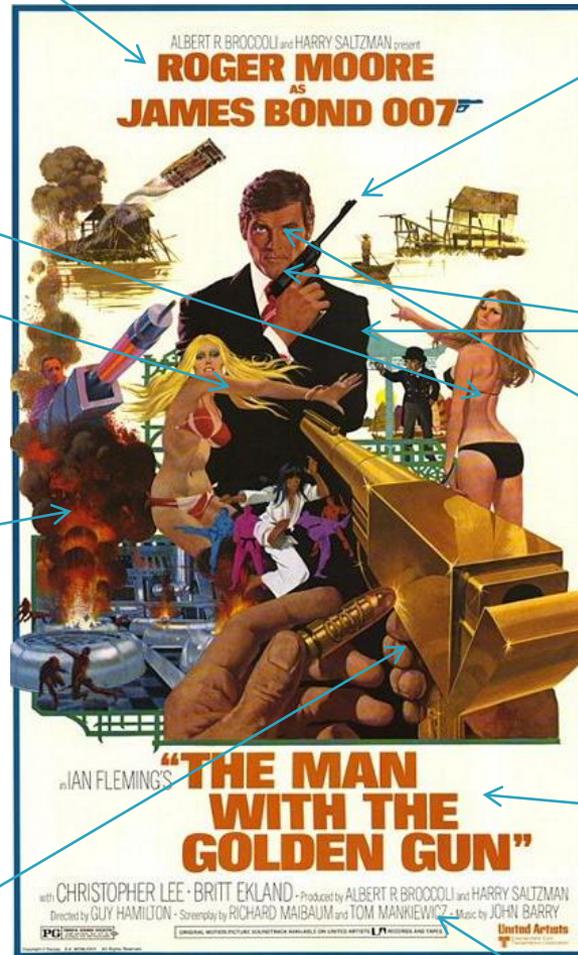
Film posters rely heavily on **images** And **limited text** to promote meaning to give idea of genre and hint at narrative. **Central image mid shot** of Bond, smartly dressed holding a gun connoting power and dominance suggests he is the protagonist (in Propp's theory he is the hero).

Stereotypical Bond, scantily clad females surround him, perfect figures 1 appears to be protecting him, 1 looking at enemy assassin conoting that Bond has both female allies & enemies who all look similar making it hard for him to distinguish between them

Even more enemies surrounding him combined with images of destruction codes that signigy to audience this is an action/thriller

Bond's suit connotes business & professionalism, gun signifies danger and action. He looks directly at audience intense & serious expression connotes he expects to be taken seriously despite chaos around him suggesting his strength and ability to keep composure

Extreme close up of golden gun points straight to Bond connotes wealth & status enigma code (Barthes as we can only see hand of shooter (who is trying to kill him?))



Title & author at bottom large to promote film

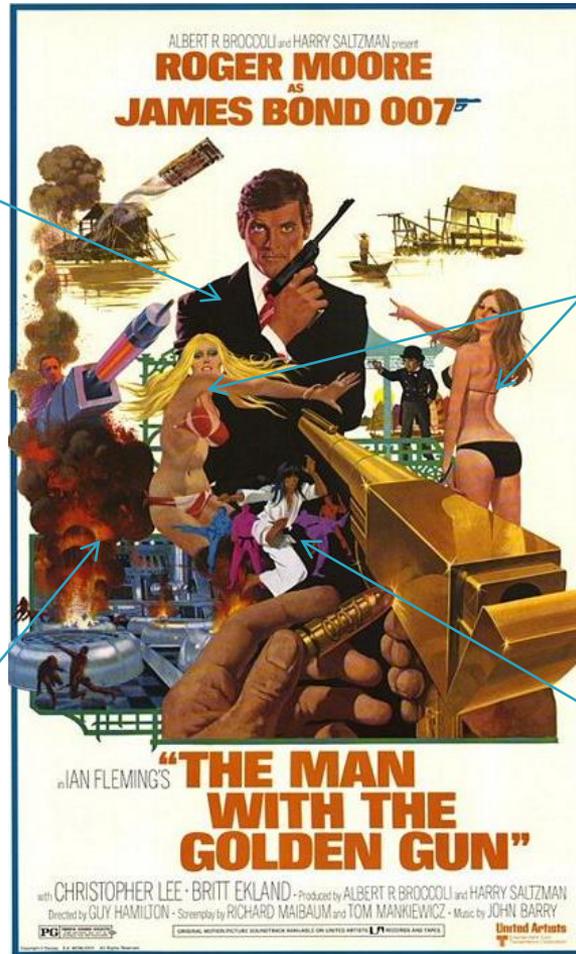
Billing block crediting other stars & industry info much smaller & at bottom so it doesn't detract from main image

**TASK 4** Read the analysis then complete an analysis on the Spectre poster on slide 10

# Representation

Bond is an iconic figure, nations favourite secret agent – always caught bad guys . Representation of masculinity, men had to be strong, brave & intelligent to be successful and make women want you.

Iconography of power point connotes theme of major real world events , producers encouraging audience to consider what might happen if oil really did run out due to the embargo in the global energy crisis.



2 of the 3 females in poster are wearing bikinis to show off their slim bodies – sexualised representation connoting they are little more than bodies to be looked at & objects to be admired by men for physical appearance. Could be linked to Mulvey's 'male gaze' theory as the audience is forced to focus on the curves of the women's bodies putting them in the eyes of a male

However, this female is different , she is a countertype shown in martial arts pose darker skin tone connotes different ethnic group depicts her as exotic, and 'the other'.

**TASK 2** Using the previous 2 slides as a guideline to help you, deconstruct and analyse the No Time to Die film poster in terms of media language and representation



Analyse & compare the representation of gender in these two posters. Consider: the similarities, differences and why they have chosen to represent gender in this way to communicate meanings to the audience.

TASK 5



**TASK 6 & 7** FIND ONE FILM POSTER AND ONE ADVERT AND DECONSTRUCT, ANALYSING MEDIA LANGUAGE & REPRESENTATION

**TASK 8 & 9** DESIGN FILM POSTER AND AN ADVERT USING MEDIA LANGUAGE AND REPRESENTATION TO TARGET A SPECIFIC AUDIENCE. You may either use a computer to design your product or hand draw.

EG A new box of chocolates to appeal to 18–25 year old females

A new action/adventure spy movie to appeal to 25–40 year old males