

GCSE Media Studies – Set Product Fact Sheet

Component 1: Exploring the Media

Focus areas:

- Media Language
- Representation
- Media Contexts



Neil Baylis / Alamy Stock Photo



- Quality Street 1956
- This Girl Can 2016

Print Advert Conventions

Structural Features of Adverts



Copy

The written explanation of the product. Analysis based on what it says, placement of text, font type and size, colour



Headline

An advertising headline is designed to be the first copy the potential customer reads. It should grab the attention of the reader



Subheading

The subheading usually spells out or elaborates the promise made in the headline but is not always present



Slogan

It is a phrase that describes the benefit of the product the product's most important attributes. The term slogan comes from the Gaelic words sluagh gairm, meaning battle cry



Logo

A symbol or other small design adopted by an organisation to identify its products. It is very carefully designed and will feature on all adverts and the products themselves.



Central Image

The main (biggest) image on the advert. It will often be striking in order to grab the attention of the consumer.



Typography

The particular style of font used on the advert and helps to create brand identity - the same style will be used on all advertising



Brand Identity

How a business wants to be perceived by. Components of the brand (name, logo, tone, tagline, typography) are created by the business to reflect the value the company and to appeal to its customers.

Other Key terms/ ideas

Propp

Vladimir Propp did research into the typical characters you would find in all narratives and what roles/ functions they had.

Lines of appeal

Advertiser will try to convince us to buy things by appealing to our fears and desires eg wealth, happiness, success

Superlatives

These are adjectives that express a high degree of quality or are exaggerated expression of praise.

Patriarchal

A system of society or government controlled by men, where the views and ideas of men are favoured.

Composition

Z Line composition constructs advertisements based on the theory that people will scan images from left to right and, to a lesser extent, top to bottom.

Rule of Thirds: imagine breaking an image down into thirds (both horizontally and vertically). If you place points of interests along the lines or intersection the image will be pleasing

Use of primary colours: these will attract attention and they have positive connotations. According to Psychology we will all have similar responses to these colours

Triangular composition is a way of organising elements/ images. It portrays feelings (simplicity/completeness) and is one of the most common compositional arrangements.

Quality Street Comprehension Task

Early History

In 1890 John Mackintosh and his wife opened a shop in Halifax, Northern England, where they created a new kind of sweet by mixing hard toffee with runny caramel. These toffees were made from inexpensive local ingredients such as milk, sugar beet and eggs. They were so successful that in 1898 they expanded the operation to build the world's first toffee factory. It burned down in 1909 so John bought an old carpet factory and converted it into a new facility. When John Mackintosh died his son Harold inherited the business and in 1936 he invented Quality Street, which is still manufactured in the same facility today.

Revolutionary Product

In the early 1930s only the wealthy could afford boxed chocolates made from exotic ingredients from around the world with elaborate packaging that often cost as much as the chocolates themselves. Harold Mackintosh set out to produce boxes of chocolates that could be sold at a reasonable price and would, therefore, be available to working families. His idea was to cover the different toffees with chocolate and present them in low-cost yet attractive boxes. Rather than having each piece separated in the box, which would require more costly packaging, Mackintosh decided to have each piece individually wrapped in colored paper and put into a decorative tin. He also introduced new technology, the world's first twist-wrapping machine, to wrap each chocolate in a distinctive wrapper. By using a tin, instead of a cardboard box, Mackintosh ensured the chocolate aroma burst out as soon as it was opened and the different textures, colours, shapes and sizes of the sweets made opening the tin and consuming its contents a noisy, vibrant experience that the whole family could enjoy.

Quality Street sweet tin made by Mackintosh. • Originally created in 1936, inspired by the name of a play by J.M Barrie.

Marketing Genius

In today's terms, Harold Mackintosh could be considered a marketing genius. Britain in the mid to late 1930s was still feeling the effects of the economic crash at the beginning of the decade and Mackintosh realized that in times of economic hardship and war, people crave nostalgia. Quality Street chocolates were, therefore, packaged in brightly colored tins featuring two characters wearing old fashioned dress, known affectionately as Miss Sweetly and Major Quality. These characters remained on Quality Street tins until the design was changed in 2000.

The brand was acquired by Nestlé when they bought Rowntree Mackintosh in 1988.

From

<http://www.qualitystreetchocolates.com/history.html>

Comprehension Task:

Search for the following information in the handout. Write your answers into your booklet and word your answers so that the question is included e.g. _____created the first Quality Street sweet and the shop was_____

- Who created the first Quality Street sweet and where was the shop?
- What happened to the shop?
- Who took over the business?
- Where did Quality Street get its name from?
- How did they try and keep the price of Quality Street down?
- What were the names of the two characters found on the packaging?
- What year did Nestle buy the brand?



Quality Street (1956)

Component 1: Exploring the Media

Focus areas:

Media language

Representation

Media contexts

Production Context:



Comprehension Task

Historical Context

Rationing:

The Regency Era

Intertextuality:

Ideology of Quality Street

Quality Street (1956)

Colour Scheme

Mise en scene

Composition



Language Techniques

Narrative Techniques:

According to Vladimir Propp all narratives (stories) have the 8 same basic characters. Two key characters types are the hero and the 'damsel in distress' (sometimes also called the princess). The here is the good character and at some point in his quest will face a dilemma which he must resolve to complete his journey. Sometimes the damsel in distress will also face a dilemma.

Who is the hero and what dilemma does he have to resolve?

Who are the 'damsel in distress' and what dilemma do they have to resolve?

What message can we take from these different dilemmas?



Representation

Describe the appearance and behaviour of the characters

How do they fit into the 1950s context?

What stereotypes of women are presented?

What is the Male Gaze Theory and how does it apply to the advert?

Which characters do you think appear to be of higher class and which are lower class? Can you say anything about how these characters are positioned?

What different ages are represented in the two adverts?

How does our advert appeal to a younger audience? Discuss features of both to answer this question



This Girl Can (2016)

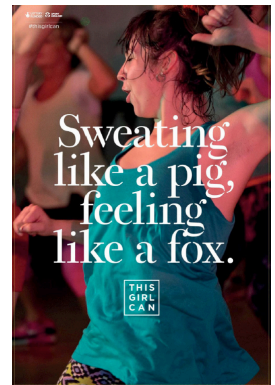
Component 1: Exploring the Media

Focus areas:

Media language

Representation

Media contexts



Background Context

This Girl Can is a national campaign developed by Sport England in conjunction with a wide range of partnership organisations.

The campaign is currently funded by the National Lottery and backed by a government body, Sport England; there is no commercial aspect to it at all.

What conclusions can you draw about how males and females feel about sport and exercise from the numbers recorded for each set of statements?

Social and Cultural Context:

The purpose of the campaign and its target audience:

A bit more context and the effect of the campaign:

Annotate with as much information as you can



Explain in your own words how the mantra for this advert works:



Representation

What is the campaign's agenda?

What is the dominate ideology and how do they seek to challenge it?

Can you think of any examples, recent or historic where this ideology has been challenged?

1. How does her facial expression create a positive feeling about sport for the female audience?
2. How does the advert seek to encourage women to see themselves in the model they have chosen?
3. Do you think the title of the campaign (This Girl Can) is successful at being inclusive? Consider each word individually. Could it alienate anyone?

Applying Theorists

Vladimir Propp and narrative characters' roles/ functions

Laura Mulvey and the Male Gaze