

Advertising and Marketing

This resource aims to prepare students for the GCSE topic area of Advertising and Marketing by focusing on print advertising and television advertising. The range of classroom tasks have been devised to develop students' knowledge and understanding of print advertising linked to Section A: *Thinking about the media - Investigating* of the specification framework while also developing creative and planning skills through interlinked activities. The creative tasks will allow students to prepare for Section B: *Thinking about the Media – Planning* with a focus on television advertising and the convergent nature of contemporary media.

Links to the Media Studies Framework

Genre: codes and conventions of both print and television adverts with an exploration of the relationship between the key elements of adverts, the organisations behind them and audiences.

Narrative: the visual organisation and compositional codes within adverts linked to the meanings created. Settings and locations that are used which contribute to the narrative constructed.

Representations: the ways in which people are represented in adverts including the representations of gender, age, stars/celebrities and recognisable types and stereotypes.

Audience: how audiences are targeted and categorised and the ways in which audiences might respond to adverts.

Media organisations: the ways in which companies market, promote and brand themselves in a commercially competitive environment including: the use of stars/celebrities, cross market multi-platform campaigns and the increased use of new technologies. The role of the ASA in the regulation and control of advertising and issues surrounding this area of the media.

Here's a summary of what's covered in the resource.

Introductory activities:

- Brands
- Logos
- Slogans

Reading Print Adverts

Framework of questions

Representations

Celebrity endorsement

Representations of gender

Representations of age

Narrative

Audience

Ways of categorising

Targeting

Audience needs

Creative planning

Regulation and control

Internet Advertising

Glossary of terms