



Set product information

- Quality Street (1956)
- NHS 111 (2023)

Unseen adverts will be given in an exam for comparison questions. You can practice analysis and comparisons of any adverts that are not the set product.

Advert analysis

Consider how adverts communicate meaning to the audience. Think about what connotations and inferences are included to persuade an audience to desire a product. Focus on the images, text, graphics and product logos.

- The Quality Street advert is designed to make the audience believe that the chocolates are a luxury product that they need.
- The NHS 111 advert is designed to make audiences feel that the service will keep their family safe and healthy.

Genre and narrative

- **Hybridity** combines recognised tropes from film and television. **Intertextuality** is direct or indirect references to other media products.
- Character roles (Propp) suggest to an audience who to identify with. Enigma Codes (Barthes) add interest.

Codes and conventions

- Eye-catching images that feature the product.
- Text that describes a product in detail for historical adverts.
- Slogans that capture the feel of a product in modern adverts.
- Characters from the target demographic or a celebrity endorsement.
- Colours and graphics create mood related to the product.
- Brand logo to stand out and gain recognition.

Representation: Audiences

Representations can be interpreted in different ways depending on the placement, influence and audience experience.

Audience responses (Hall) could be preferred, negotiated or oppositional.

Representation

All adverts will intentionally and/or unintentionally represent social groups, ideas, places or events. Stereotypes are often a shortcut to understanding characters but can portray people in a simplistic and biased way.

- Quality Street (1956) represents a patriarchal society as the man appears to have power and status. Females are represented objectively and in need of the male, both financially and romantically.
- NHS 111 (2023) challenges representations of gender as there is a male carer. It also shows a progressive representation of non-white characters.

Look at comparing the set products to other adverts.

Representations: Contexts

Representations are influenced by the contexts in which the media products are produced.

Quality Street (1956) was produced at a time of economic recovery following World War II. This influenced the consumerist ideology and the representation of the product as a luxury item. The portrayal of women reflects the social expectations of the era, where they were more reliant on men.

NHS 111 (2023) was produced in a time of greater social diversity. This has influenced the decision to feature ethnic diversity in the advert. The fact that it is a government-produced advert also means it is influenced by a political context that seeks to appeal to a wide demographic by promoting equality.