

# A Level Media Studies

## Paper 1 Section B

### Media Language and Representations Advertising

#### Section A: News and Online Media

This section consists of **two linked in-depth studies** that focus on contemporary news in the UK, requiring learners to explore how and why newspapers and their online counterparts are evolving as media products and the relationship between both online and offline news. Learners must select from a list set by OCR.

#### Section B: Media Language and Representation

Learners will explore media language and representation, through media products set by OCR in the following media forms:

- magazines
- advertising and marketing and
- music videos

Media messages  
(01)

70 marks

2 hours

Written paper

**35% of  
total  
A level**

# Aims

To equip you with the knowledge and understanding of the case studies behind the three set texts

To be able to analyse the media language utilised in these and unseen print advertisements

To consider how audiences are targeted

To understand how representations are relevant to the texts

## Assessment criteria

A-B grades- Comprehensive

C-D grades- Adequate

E grade - Minimal

### Descriptors

- Comprehensive Knowledge and understanding
- Detailed reference to the texts
- Clear and precise explanations
- Comprehensive, perceptive analysis
- Logical reasoning
- Highly developed judgments and conclusions

## Section B - Media Language and Representations (25 marks)

Can I analyse the media language utilised in these and unseen print advertisements?



### Media Language:

- Colour
- Narrative?
- Type of shot
- Use of text/copy
- Angle
- Font design/size
- Focus
- Layout
- Depth of field
- Pack shot
- Mise-en-scene
- Realism?
- Z rule

Choose two key areas in your pair or small group and begin to develop a detailed analysis

*Type of shot- mid shot to highlight, suggest or connote... The model's figure is highlighted to create...*

*The audience clearly focuses on...*

*This suggests that the consumers life will be... This type of shot clearly plays on social anxieties of...*

*The celebrity is used to link to cultural contexts as...*

# Section B

There are two questions in Section B, but three topics (advertising and marketing, Music videos, Magazines). So only two of the topics will be covered.

Questions will be on **analysis** or **knowledge/understanding**

If advertising and marketing is the basis for an analysis question, the question will likely be based on **unseen text(s)**. These will be in the genre of:

- Charity
- Toiletries
- Clothing brand





# Section B What I need to know?

What do I need to know:

1. How to analyse print texts in the genre of:

- toiletries ads
- Clothing brand ads
- charity ads

2. Case studies for each of the three campaigns



TERM	DEFINITIONS
<b>Close up</b>	The choices made in the lighting of the model
<b>Long Shot</b>	A font which includes the ticks on the edge of letters eg TR
<b>Medium Shot</b>	The decisions that have been made to create messages about the models via costume, make up, body language etc
<b>Lighting</b>	The text on an advert
<b>Copy</b>	The targeted group of people who will look at the ads
<b>Font</b>	A shot that frames the face of the model (could also be a shot of a hand, a guitar fret etc)
<b>Serif</b>	Line of copy which encapsulates the campaign strategy
<b>Sans serif</b>	The choice of typeface for the text
<b>Audience</b>	A shot which frames the whole body from head to toe
<b>Representation</b>	a symbol or other small design adopted by an organization to identify its products
<b>Anchorage</b>	A font which is without the ticks at the edge of letters eg TR
<b>slogan</b>	A shot which frames a model from the waist up (or similar framing)
<b>logo</b>	The 'pinning down of meaning' that a caption provides when coupled with an ambiguous image - or vice versa

# Key terminology for advertising

**TASK:** Match the term with the correct definition

Watch BBC clip on  
analysing printed ads and  
make notes

<http://www.bbc.co.uk/programmes/p00wsck1>



# Analysing print adverts

## What do we analyse?

### Media Language:

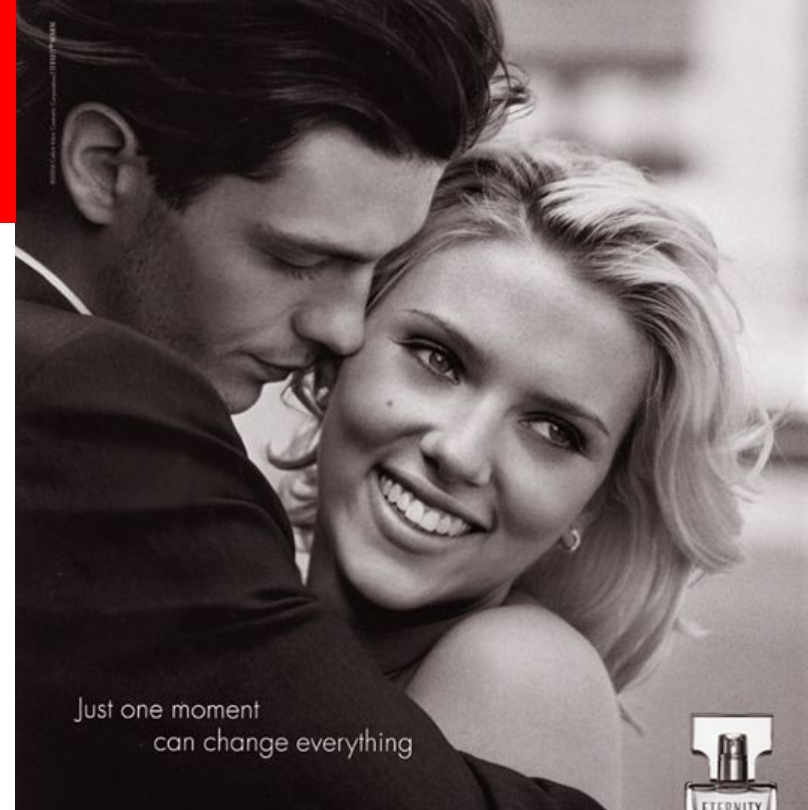
- Colour
- Type of shot
- Angle
- Focus
- Depth of field
- Mise-en-scene
- Realism?
- Narrative?
- Use of text/copy
- Font design/size
- Layout
- Pack shot
- Z Rule

### Audience:

- Who is the target audience for this advertisement
- How do we know?
- What might other audiences make of it?
- How is the audience addressed/attracted?
- How are values transferred?

### Representation:

- Who is seen?
- How are they represented?



### TASK:

**Choose one advert between two to analyse and present to the class**

# Conventions

What are the conventions of toiletries advertisements?

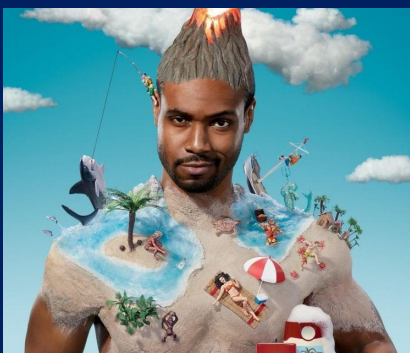
Steve Neale: Genre theory

Genres involve repetition and novelty - why?

Genres are not fixed, but change over time.







**SMELL ICONIC**  
WITH 72-HOUR  
**ANTI SWEAT**

U  
Unilever

**LYNX**  
72 HRS ANTI SWEAT  
WITH PRO-FRESH TECHNOLOGY  
ANTIPERSPIRANT

**LYNX**  
72 HRS ANTI SWEAT  
WITH PRO-FRESH TECHNOLOGY  
ANTIPERSPIRANT

**LYNX**  
72 HRS ANTI SWEAT  
WITH PRO-FRESH TECHNOLOGY  
ANTIPERSPIRANT

PERFORMANCE

**48H**  
SWEAT & ODOUR  
PROTECTION

**Sure**  
AMAZONIAN  
shower fresh

**WIN EPIC TRIPS**  
+100% OF PRIZES

**ORIGINAL SOURCE**

**100% NATURAL FRAGRANCE**

**WIN EPIC TRIPS**  
ORIGINAL SOURCE

**100% NATURAL FRAGRANCE**



CAN SHE MAKE YOU  
LOSE CONTROL?

**NEW LYNX DRY FULL CONTROL**  
48HR ANTIPERSPIRANT

WATCH THE VIDEO

**Gillette**  
SERIES

DESIGNED FOR  
**SENSITIVE SKIN**

Be Summer-Ready with  
Beautiful, Whiter Underarms!

Our Skinbar & Dove Deodorant.

**Dove**

**FRANCIS & NATURAL STUFF**

**40% GREENER**  
ORIGINAL SOURCE

**79% GREENER**  
ORIGINAL SOURCE

**95% GREENER**  
ORIGINAL SOURCE

**SMELL FRESH ALL DAY**

**SPICE**

FOR  
BEST  
RESULTS  
USE WITH  
**PROGLIDE**

**Gillette**  
PRO  
SHAVE GEL

**NIVEA**  
Fresh Cleave

**NO MORE DEODORANT STAINS**

NEW NIVEA INVISIBLE FOR BLACK & WHITE DEODORANT  
THE FIRST DEODORANT TO STOP WHITE MARKS AND YELLOW STAINS

NO WHITE MARKS

NO YELLOW STAINS

**NIVEA**  
PROTECTANT  
48HR

IT WON'T  
LET YOU  
DOWN

**Sure**

**Old Spice**

The smell of confidence.

**Old Spice**

# Advertising History

Different models of advertising have been used to justify its use:

1. **ADVERTISING → CONSUMER → SALES**
2. **ADVERTISING → AWARENESS → INTEREST → DESIRE → SALES**
3. Consumers use advertisements rather than advertising manipulating consumers

Advertisers are much more able to target specific audiences now - why?

# Four advertising formats - Leiss et al

1. The **product-information format** is a type of advertising where the product is at the centre of all other elements of the display, which point out and explain the virtues of the product. No extensive reference is made to either the user or the context of use.
2. The **product-image format** gives the product special qualities it might not originally appear to have - a symbolic relationship is established between the product and some abstract qualities outside the day-to-day use of the product. Leiss et al. use an illustration of a pack of cigarettes against the setting of a cool mountain stream.
3. The **personalised format** uses a direct relationship between the product and the human personality. The human element is not just part of the setting, but is central to an understanding of the product. Social interactions are made about and through the product. The product takes on human qualities. Products become 'intimate partners with use' and are at the 'centre of social interaction.'
4. In the **lifestyle format**, the setting is important, because it tells us how to interpret the human element and the product. This format is a combination of product-image and the personalised formats - the viewer or reader is meant to associate the product, the people and the people's use of the product with a particular kind of 'consumption style' the product or the people using it are made to look relaxed, or sophisticated, or handsome, or rich, or a combination of these. There is an implication that the product will have some kind of positive effect in social terms, or at least that it could be used as one of the props which signify status.

# How does this advert use this format?

The **personalised format** uses a direct relationship between the product and the human personality. The human element is not just part of the setting, but is central to an understanding of the product. Social interactions are made about and through the product. The product takes on human qualities. Products become 'intimate partners with use' and are at the 'centre of social interaction.'

**Use of the main image? Use of the facial expression of?**





# Task

In pairs, find a print example of each of **Leiss et al's** advertising formats.  
For each advert explain:

- How the advert communicates to its audience
- How values and messages are suggested

**Be prepared to share your ideas with the class.**



# Advertising Psychology

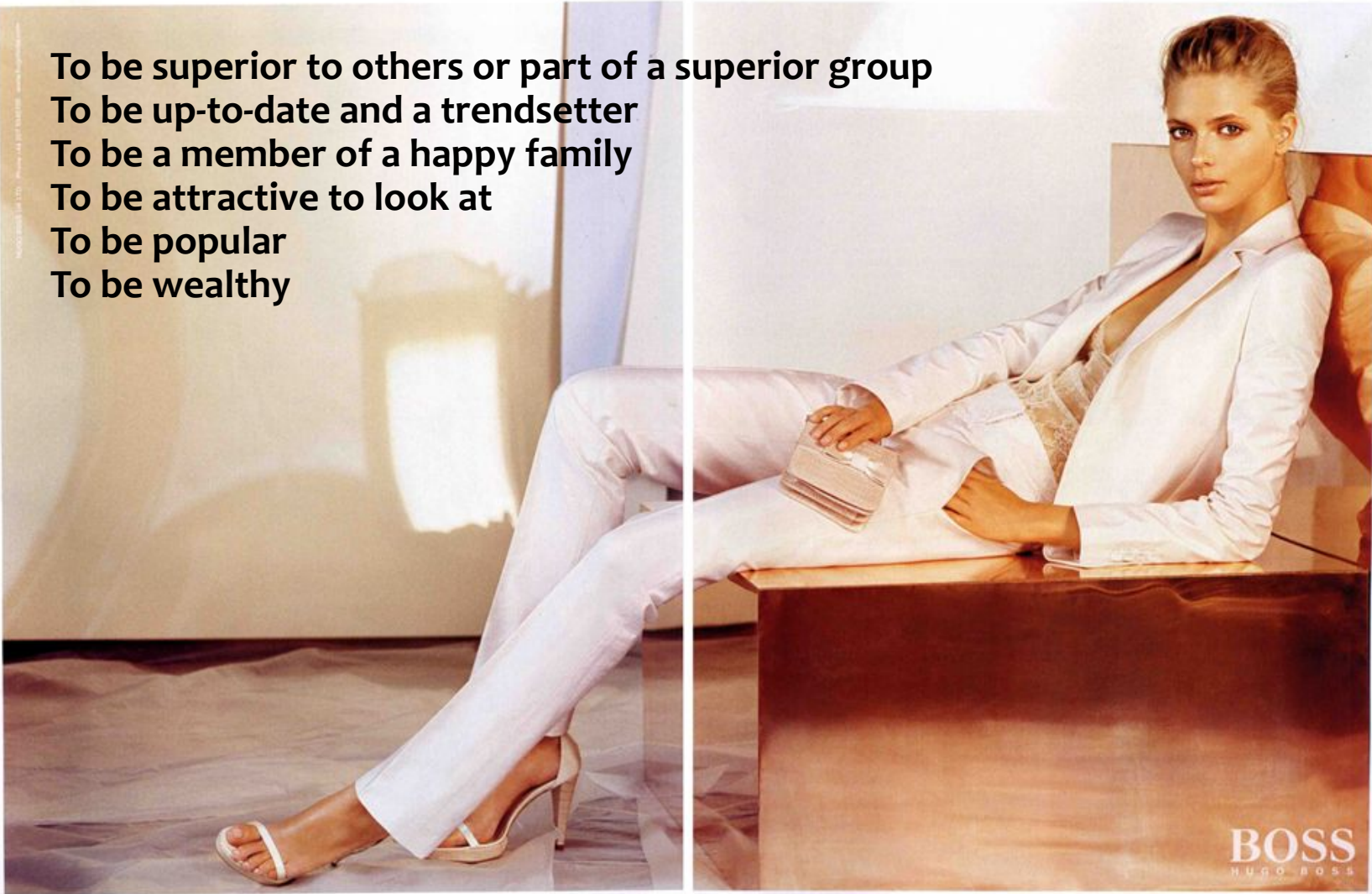
**Advertising is designed to suggest that a product will supply something that the audience wants.**

Some **needs** that advertisers play on include:

- ▣ To be superior to others or part of a superior group
- ▣ To be up-to-date and a trendsetter
- ▣ To be a member of a happy family
- ▣ To be attractive to look at
- ▣ To be popular
- ▣ To be wealthy

## Example

- To be superior to others or part of a superior group
- To be up-to-date and a trendsetter
- To be a member of a happy family
- To be attractive to look at
- To be popular
- To be wealthy



To be superior to others or part of a superior group  
To be up-to-date and a trendsetter  
To be a member of a happy family  
To be attractive to look at  
To be popular  
To be wealthy



# Selling Techniques

Prep: For the techniques opposite, suggest an advertisement that uses this approach and the effect it is intended to have on the consumer

- Claim that product is “new”, modern, or “the latest”
- Claim that it is traditional, dependable, “quality”
- Promote the feeling that the buyer is superior or special
- Use humour or wit
- Imply scientific or technological advances
- Suggest that the product is the biggest or best
- Use gimmicks
- Suggest it is a bargain
- Picture babies or children
- Picture “cute” animals
- Suggest that the product is unusual or out of the ordinary

# Advertising and Postmodernism



The impact of the advert is more important than the product.

<https://www.youtube.com/watch?v=V9R0RkANsy4>



# Dove

'Too many cooks' Beautifully Real Moms  
2018

Toiletries advertising

REAL LIFE. REAL BEAUTY. *baby Dove*



#BeautifullyRealMoms

# Dove Research Task

Research the Dove Advertising Campaign 'Beautifully Real Moms'  
Create a presentation to show your findings

## Questions to answer:

1. How was Dove traditionally advertised?
2. How did the new campaign fit with this historical strategy?
3. Which products/companies were the main competitors and in what ways?
4. What techniques are employed in:
  - *The TV commercials*
  - *The print ads*
  - *The Social Media campaign*
5. What social and cultural issues are raised by the campaign?
6. Who is the 'model' in this campaign? Why was she chosen?





# Dove

Amazing New Beauty Discovery!

DOVE creams your skin while you bathe



3067

New bath and toilet bar is one-quarter cleansing cream

ORDINARY toilet soap *dries* your skin. But Dove, the wonderful new bath and toilet bar, is different. It actually creams your skin while you bathe.

You see some just like soap—in your shower, bathtub and wash basin. But Dove is a completely new formula. It makes soap old-fashioned.

**Rich cleansing cream.** One-quarter of every bar of Dove is rich cleansing cream. That's why Dove makes your skin feel so soft and smooth—with none of that dry, tight feeling you get from using soap. Dove is good for your skin.

You can feel the rich cleansing cream in Dove. You can actually

smell its creamy, luxurious fragrance. Dove lathers instantly—even in hard water. And it leaves no bathtub ring.

Dove looks different, too. It has a fascinating new shape—sculptured to fit the hand.

Lower Brothers unconditionally guarantees that Dove, better for your face, your hands, your whole body, than any toilet soap. If you don't agree—we'll give you back every penny you paid.

You can feel the rich cleansing cream in Dove. You can actually



3045

DOVE

344

Ad No. 502  
This Advertisement Prepared By:  
Ogilvy & Mather, Inc.  
The Agency Inc.  
Illustration: Newspaper - Week of February 11, 1957  
7 x 14 inches x 100 Lines (100 Lines)  
P. O. 99902

© Dove

Soap dries your skin, but  
DOVE creams your skin  
while you wash



New bath and toilet bar is one-quarter cleansing cream

Soap *dries* your skin. But Dove is a completely new formula. Dove actually creams your skin while you wash.

One-quarter of every bar of Dove is rich cleansing cream. That's why Dove makes your skin feel so soft and smooth—with none of the dry feeling you get from using soap.

You can feel the rich cleansing cream in Dove. You can actually smell its creamy fragrance. Dove lathers instantly into the richest, thickest lather you've ever seen. Even in the hardest water. And it leaves no bathtub ring. Dove looks different, too.

It has a fascinating new shape—sculptured to fit the hand.

Lower Brothers unconditionally guarantees that Dove, better for your face, your hands, all of you, than any toilet soap. If you don't agree, we'll give you back every penny you paid.

You can feel the rich cleansing cream in Dove. You can actually smell its creamy fragrance. Dove lathers instantly into the richest, thickest lather you've ever seen. Even in the hardest water. And it leaves no bathtub ring. Dove looks different, too.

DOVE



This advertisement will appear in the following Rate Supplements on June 26, 1965: Newark Star Ledger, Bridgeport Post, Hartford Courant, St. Louis Post Dispatch.

© Dove



Soap dries your skin, but  
DOVE creams your skin  
while you wash!

New bath and toilet bar is one-quarter cleansing cream

DOVE is a completely new formula. One-quarter of every bar is cleansing cream. That's why Dove makes your skin feel so soft and smooth—with none of that dry, tight feeling you get from using soap. Dove actually creams your skin while you wash!

You can feel the rich cleansing cream in Dove. You can actually smell its creamy fragrance. Dove lathers instantly into the richest, thickest lather you've ever seen. Even in the hardest water. And it leaves no bathtub ring. Dove looks different, too.

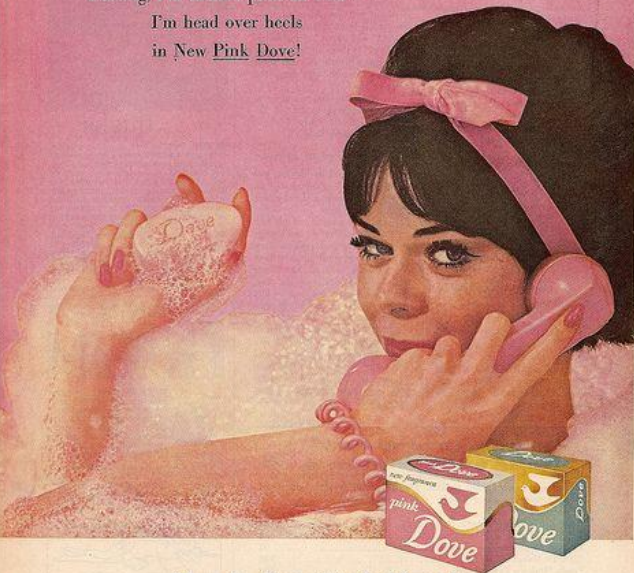
Lower Brothers unconditionally guarantees that you will like Dove better than any soap. For your face, your hands, all of you. If you don't agree...we'll give you back every penny you paid.

To cut out the coupon on the opposite page—take it to your favorite store and save 10¢ on an amazing new Doves! You'll never go back to soap!



New Doves is one-quarter cleansing cream. Doves is good for your skin.

Darling, I'm tickled pink all over—  
I'm head over heels  
in New Pink Dove!



Yes, darling, Pink Dove!  
New pink color, heavenly new fragrance—  
same creamy Dove formula!



Pink Dove, like white Dove, is  $\frac{1}{4}$  cleansing cream. It creams your skin while you wash.

Prove Dove doesn't dry your skin  
the way soap can.



- 1 Imagine a dotted line down the middle of your face—on your eye to the point. Then before the little of pink line with soap.
- 2 Lather the other side of your face with Dove. Notice how much richer the "Dove" lather is? Dove creams your skin while you wash.
- 3 Rinse clean and pat dry. Notice the un-roughened skin. Notice how cool and dry your skin feels. It's a fact—Dove rinses clean dry your skin.



© Dove

AMAZING NEW BEAUTY DISCOVERY!

DOVE creams your skin  
while you bathe



New bath and toilet bar is one-quarter cleansing cream

Softer than ever before, this new bar is a completely new formula. It's creamier than ever before. It's the most luxurious of every bar of soap in the cleaning world. That's why it makes your skin feel so soft, so moist—rich with the dry, light feeling you get from soap.

It's not just the rich lathering that makes it so soft. It's the new fragrance, which is so beautiful and so clean. It's the new color, which is so soft and so clean. It's the new shape, which is so soft and so clean. It's the new size, which is so soft and so clean. It's the new price, which is so soft and so clean.



© Dove



**Why are you still using soap when women from Philadelphia to Phoenix will tell you Dove is better?**

There is no question about it: there is never a better way to wash your skin than with Dove. The skin of clinical researchers proved it to be the gentlest soap.

These women proved it to themselves when giving up any and every brand but Dove. They found that Dove soap offers more skin benefits than any other soap because it cleans your face gently.

But Dove is more than just a gentle soap. It's a soap that's made with a mild, natural soap. Instead of drying your skin, it keeps it soft and smooth.

Try Dove instead of soap. You'll see why it's the gentlest soap for your skin.

**There's a method to our mildness**

A method no soap can claim

Dove is gentle. It has a unique, non-soap surfactant that helps ease scalp itching and dandruff with a milder, healthier sodium salt. This results in a non-soap, chemical-free solution that cleanses, 1-4 moisturizing cream.

A mildness no soap can claim

Dove is gentle. It has a unique, non-soap surfactant that helps ease scalp itching and dandruff with a milder, healthier sodium salt. This results in a non-soap, chemical-free solution that cleanses, 1-4 moisturizing cream.

**MILDER TO SKIN THAN SOAP™**

# FOR MILDNESS: DOVE, NOT SOAP



## The Truth:

DOVE is not a soap...but a normal cleansing bar with 1/4 moisturizing cream. With a normal pH of 7, DOVE does not alter the skin's natural buffering capacity. Rather than strip away the skin's moisture, preserving oils the way soaps do, DOVE works to retain needed moisture. DOVE is milder than soap; clinical tests prove it. No wonder physicians recommend DOVE more often any other cleansing product.

## The Lye:

Though some soaps profess mildness, all soaps are made with lye. That's what makes soap alkaline by definition. Despite the addition of various emollients, soaps remain decidedly alkaline. Even translucent soap bars, though milder looking, are in the region of pH 10. This helps explain why soap can alter the skin's protective acid mantle. It also explains why perfume soaping can actually strip away the skin's moisture-protecting oils...causing dryness and irritation.



Milder to skin than soap

© 1997 Unilever Consumer Products

© Dove



Do Not Dry

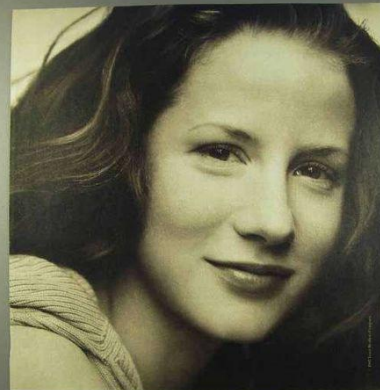
FOR YOUR FACE, THERE'S  
ONLY ONE.



INTRODUCING DOVE® BEAUTY WASH. With 1/4 moisturizing cream, it won't dry your face like soap. It's the washing instruction for your most delicate possession. Also available in unscented.

© 1997 Unilever Consumer Products

65



It's hard to know what your sensitive skin can handle.  
How about being softer and healthier?



Milder to skin than soap

There are products made for sensitive skin. But there's nothing quite like Sensitive Skin Dove®. It's the mildest perfume-free sensitive skin bar ever made. No wonder Dove's the one that dermatologists recommend most to keep your skin looking healthy and feeling soft.

Dove

For the beauty that's already there.  
[www.DoveUSA.com](http://www.DoveUSA.com)



 Real women. Real beauty



 [WWW.DOVEMENCARE.CO.UK](http://WWW.DOVEMENCARE.CO.UK)

**YOUR SKIN HAS BEEN CUT, SCRAPED AND BRUISED. AT LEAST DON'T HANG IT OUT TO DRY.**

**NEW DOVE MEN+CARE WITH MICROMOISTURE™**

Clinically proven to immediately fight the causes of skin dryness better than the leading men's shower gel. Because you can't change your skin. But you can make it more comfortable.

[ BE COMFORTABLE IN YOUR OWN SKIN ]



 Image ID: EXTH6F [www.alamy.com](http://www.alamy.com)



# History of Dove

- [https://en.wikipedia.org/wiki/Dove\\_\(toiletries\)](https://en.wikipedia.org/wiki/Dove_(toiletries))
- <https://www.unilever.com/brands/beauty-wellbeing/dove/#:~:text=Dove%20started%20its%20life%20in,skin%20clean%2C%20soft%20and%20smooth.>
- <https://fabrikbrands.com/dove-soap-logo-history-and-background/>
- <https://blog.mapleholistics.com/blog/dove-company-history-and-review-real-beauty-real-soap/>

# Dove - 'Too many cooks' Beautifully Real Moms 2018

By OGILVY, TORONTO, CANADA  
For UNILEVER Brand BABY DOVE

<https://www.ogilvy.com/ca/>

<https://www.ogilvy.com/ca/work/beautifully-real-moms>

<https://clios.com/fashion-beauty/winner/mass-photography/baby-dove/beautifully-real-moms-too-many-cooks-39594>

<https://sites.wpp.com/wppedcream/2018/advertising/outdoor/beautifully-real-moms>



# Mrs Fisher...

MRS FISHER'S

**A Level  
Media  
Studies  
Guide To...**



**DOVE ADVERT  
"BEAUTIFULLY REAL MOMS"  
MEDIA LANGUAGE &  
REPRESENTATION**

# Analysing print adverts

## What do we analyse?

### Media Language:

- Colour
- Type of shot
- Angle
- Focus
- Depth of field
- Mise-en-scene
- Realism?
- Narrative?
- Use of text/copy
- Font design/size
- Layout

Pack shot

Z rule

### Audience:

- Who is the target audience for this advertisement
- How do we know?
- What might other audiences make of it?
- How is the audience addressed/attracted?
- How are values transferred?

### Representation:

- Who is seen?
- How are they represented?



### TASK:

Analyse the Dove ad by annotation

### Remember:

- Terminology
- Connotation

Extension: Theory

## Task

Find another advert for a toiletry brand (aimed at any gender). Analyse the advert and justify why it would be a good advert for the exam board to use on your exam paper. Be prepared to present your idea.

Remember the type of question is:

6. *Explain how representations in adverts are constructed, and how they reflect the social and cultural contexts in which they were made. Refer to **Source A** (BELOW) to support your points.*

*In this you must include:*

- *How issues/individuals/social groups are represented*
- *Reference to media language and the way it supports the representation (look at specifics such as typography, layout, etc)*
- *How the representations and stereotypes have been influenced by the social and cultural contexts*

# Prep task – spend 30 minutes

How does the Dove advert communicate new about the brand? Use your annotations to help you.

Remember to write about connotations, representations and use the correct terminology. **[10]**

River Island –  
'Smooth Moves  
Only' campaign

Clothing brand advertising





**SMOOTH MOVES ONLY**

#LABELSAREFORCLOTHES

**RI**

RIVERISLAND.COM

# River Island Research Task

Research the River Island Advertising Campaign 'Smooth Moves Only' from 2018  
Create a presentation to show your findings

## Questions to answer:

1. How has River Island changed its USP over the years?
2. How did the new campaign fit with this new image?
3. Which products/companies were the main competitors and in what ways?
4. What techniques are employed in:
  - *The TV commercials*
  - *The print ads*
  - *The Social Media campaign*
5. What social and cultural issues are raised by the campaign?
6. Who is the model in this campaign? Why was he chosen?



# Context

Look at the vintage ads from River Island.

How has advertising for River Island changed?

**Lewis  
Separates  
1960s**





# Chelsea Girl 1970s



Button-stra dress  
 trimmed with white  
 in gold, navy, dusty pink  
 and turquoise \$4.99;  
 Mid-length dress  
 in red, tan, dusty pink  
 and powder blue \$5.87.  
 Back to your size too.

Photograph by David Lewis

Become  
**Lady Du Pont**  
 "The Most Wanted Woman  
 on Earth" and receive  
**£7000**  
 IN PRIZES

The search is on at all  
**Chelsea Girl** boutiques

Are you a head turner? Noted for flair and originality? With the sort of sparkle and personality that sets you apart from the crowd? If so, you could be the girl we're helping to find in a sensational nationwide contest.

Du Pont are offering a first prize worth £7,000 to the girl with the qualities to succeed. She will receive nationwide publicity and she will become known as "The Most Wanted Woman on Earth". She will be chosen from entrants all over the country. So pick up an entry form from Chelsea Girl, She's in. In Scene or Lewis Separates.

All in **Orlon** from **CHELSEA GIRL**

\*Du Pont's registered trade mark for Orlon® fibre.

# *Concept Man 1980s*

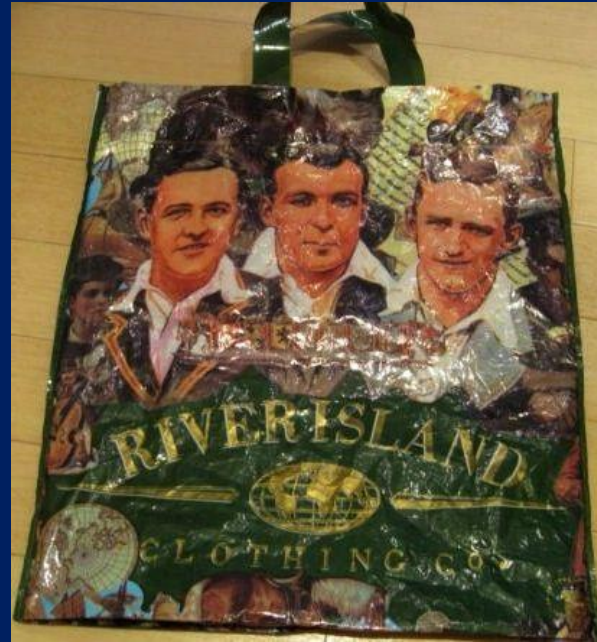


# River Island 1988





# River Island 1990s





1988-1991

RIVER ISLAND

1996-2012

RIVER ISLAND

2022-PRESENT



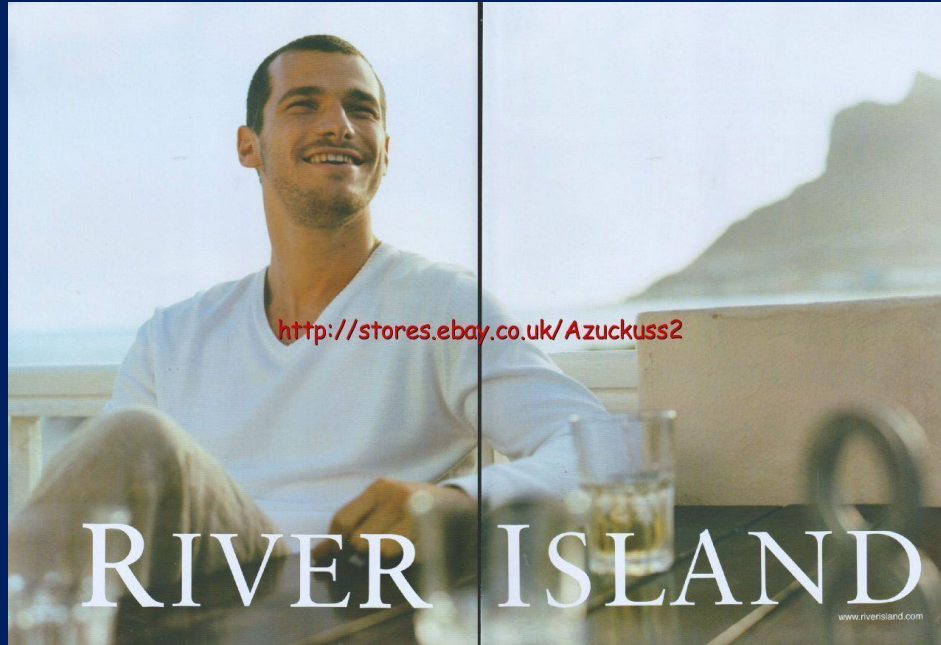
1991-1996

RIVER ISLAND

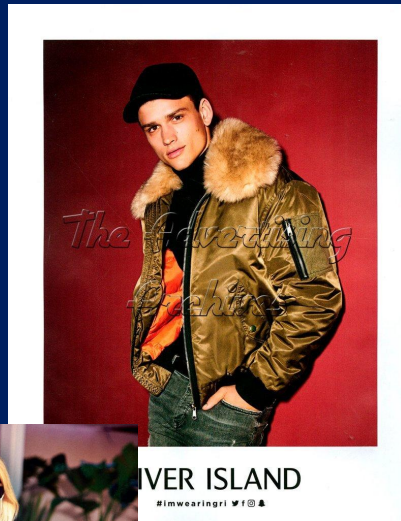
2012-2022



2000s



# 2010s



# River Island - Context

- **River Island** is a London-based, multi-channel fashion brand, founded in 1948 by Bernard Lewis. The retailer has a presence in over 125 of worldwide markets, in stores and online.
- Best known for its trend focused womenswear offering, River Island also has menswear, kidswear and pet collections. River Island's collections are entirely designed in-house at the brand's West London head office, and it was one of the first vertical fashion retailers in the UK. In the 1960s, it became an influential name in the womenswear fashion scene, under its previous name: Chelsea Girl.
- Today, River Island is considered a key player on the UK high street, with 250 stores across the country, including flagship locations in London, Liverpool, Manchester and Birmingham, plus a significant online presence. In recent years, the business has expanded internationally, and continued to grow its online offer.
- River Island is a private company, and remains fully owned by the Lewis family.
- River Island is headquartered in West London, with all core teams based in this location, including its in-house design team. Including store staff, River Island employs around 8,400 people in the UK, and in 2019, over 200 staff had worked at River Island for over 25 years.
- River Island is privately owned by the Lewis Family through the Lewis Trust Group. Historically the business has been led by family members, including Bernard's sons Clive and Leonard Lewis and nephew Ben Lewis, who led the business for nine years up to 2019. The family remains closely involved in the business, as non-executive directors.
- At age 96, Bernard Lewis is also said to still work five days a week at River Island's HQ.
- Will Kernan took over from Ben Lewis as CEO in 2019. Formerly CEO of cycling retailer Wiggle for two years, and CEO of lifestyle retailer The White Company for five years, Kernan also spent 13 years at New Look, becoming chief operating officer in 2010.
- Observers praised the appointment as a "considered", "intelligent" choice, with commentary noting Kernan's appointment was likely to place greater focus on growing digital and international operations to help River Island compete with its high street rivals.
- In November 2022, it was announced that Kernan would leave his role as CEO in 2023.

# River Island 'Smooth moves only' campaign 2018

<https://www.riverisland.com/ss-campaign?icid=hp/hero/ss-campaign/op#firstPage>

<https://uk.fashionnetwork.com/news/River-island-embraces-individuality-in-new-ss18-campaign,1013912.html>

<https://marcommnews.com/studio-blvd-and-river-island-create-provocative-campaign-for-its-ss18-collection/>

<https://www.studio-blvd.com/>



**DO EXPECT GREATNESS**





MRS FISHER'S

**A Level  
Media  
Studies  
Guide To...**



RIVER ISLAND  
"LABELS ARE FOR CLOTHES"  
MEDIA LANGUAGE &  
REPRESENTATION

# Choose another clothing brand advert...

Reminder

What do we analyse?

# Genre

What are the conventions of clothing brand ads?

How are these genre conventions historically specific?

# Analysing print adverts

## What do we analyse?

### Media Language:

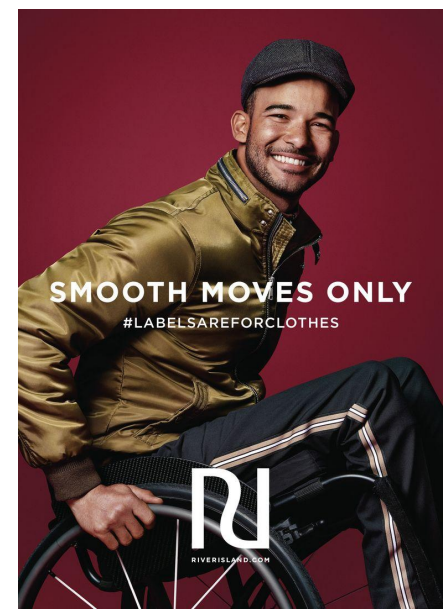
- Colour
  - Type of shot
  - Angle
  - Focus
  - Depth of field
  - Mise-en-scene
  - Realism?
  - Narrative?
  - Use of text/copy
  - Font design/size
  - Layout
- Pack shot
- Z rule

### Audience:

- Who is the target audience for this advertisement
- How do we know?
- What might other audiences make of it?
- How is the audience addressed/attracted?
- How are values transferred?

### Representation:

- Who is seen?
- How are they represented?



### TASK:

Analyse the River Island ad by annotation

### Remember:

- Terminology
- Connotation

Extension: Theory

# Shelter

Charity advertising





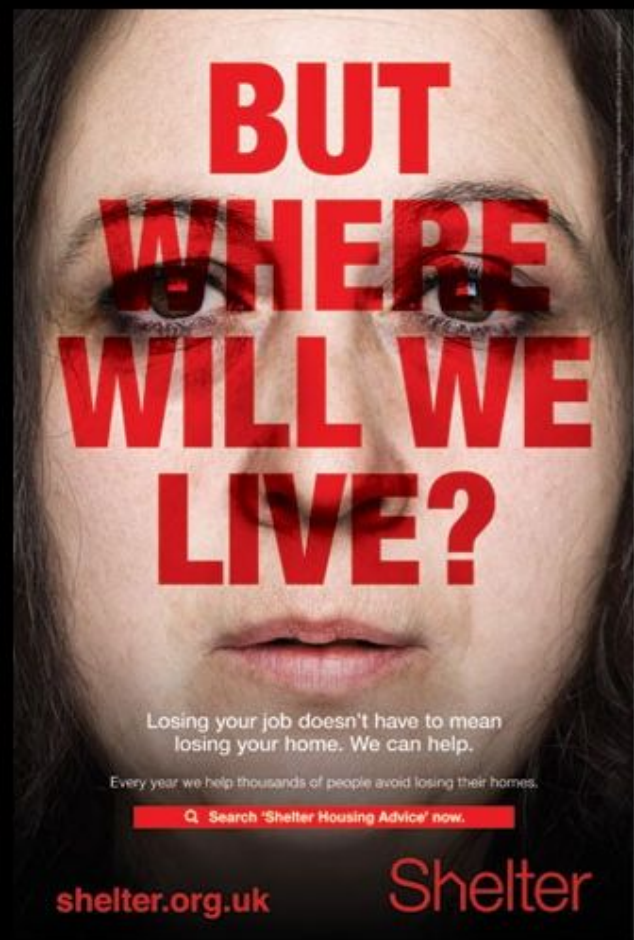
# Audience

Who is the target audience of charity ads?

What techniques are used to target this audience?

How is this Shelter target audience different?





**BUT  
WHERE  
WILL WE  
LIVE?**

Losing your job doesn't have to mean losing your home. We can help.

Every year we help thousands of people avoid losing their homes.

**Q. Search 'Shelter Housing Advice' now.**

[shelter.org.uk](http://shelter.org.uk)

Shelter



**HE  
CAN'T  
DO  
THAT**

As a tenant it's hard to know where you stand. We can help.

Every year we help thousands of people with difficult or rogue landlords.

**Q. Search 'Shelter Housing Advice' now.**

To donate, text **Home40** £5 to 70070.

[shelter.org.uk](http://shelter.org.uk)

Shelter



**I  
CAN'T  
FACE  
IT**

Debt can seem too big to face, but if ignored can threaten your home. We can help.

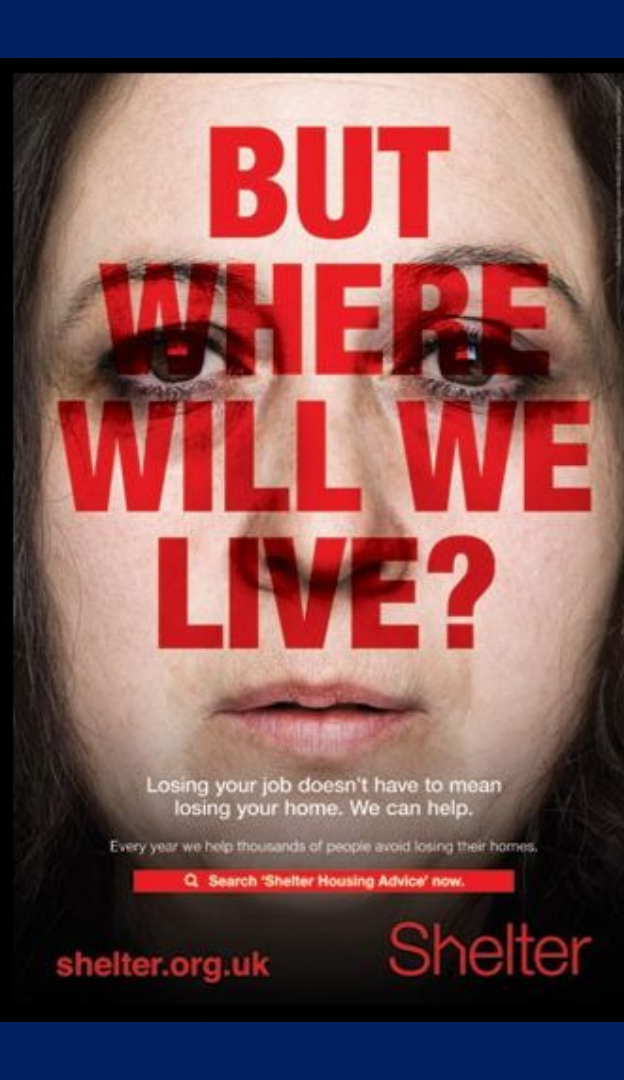
Every year we help thousands of people avoid losing their homes because of debt and other problems.

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[shelter.org.uk](http://shelter.org.uk)

Shelter



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Every year we help thousands of people avoid losing their homes.

**Q. Search 'Shelter Housing Advice' now.**



# HE CAN'T DO THAT

As a tenant it's hard to know where  
you stand. We can help.


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To donate, text Home40 £5 to 70070.

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# Shelter Research Task

Research the Shelter Advertising Campaign 'Rotten Homes' from 2011  
Create a presentation to show your findings

## Questions to answer:

1. What type of charity are Shelter and how have they promoted themselves in the past?
2. Which products/companies are their main competitors and in what ways?
3. What techniques are employed in:
  - *The TV commercials*
  - *The print ads*
  - *The Social Media campaign*
4. What social and cultural issues are raised by the campaign?
5. Who is the models in this campaign?  
Why were they chosen?







EMERGENCY CHRISTMAS APPEAL ON  
BEHALF OF BRITAIN'S HOMELESS CHILDREN

Shelter

## ONE CHILD WAKING UP HOMELESS ON CHRISTMAS MORNING IS A TRAGEDY

**80,000 OF THEM  
IS A DISGRACE**

It seems almost unbelievable but it's true.  
Thousands of families need Shelter's help  
right now – which means we need your  
help today.

Our helpline will be open throughout Christmas  
– helping children like Amy find proper homes.  
A text from you today could help us answer  
a call and change a life.

Text **HOME** to **70707** to give **£3**  
and answer a call for help this Christmas

#shelterkids | shelter.org.uk

This is a charity donation service for Shelter. Text cost £3 plus one standard rate message. Shelter will receive a maximum of £3.00 depending on your network operator.  
We may contact you again in future. To opt out of future texts call 0800 33 33 33 or text out 44345 text HOME45 SHELTER to 70707. To discuss any problem call 0844 241 2363.  
Registered charity in England and Wales (063770) and in Scotland (SC000327). Figures quoted are the latest available at the time of going to press.



She's getting bullied. She's getting sick.  
Her rogue landlord's getting rich.

**One text from you could change all that.**

Children living in bad housing are far more likely to struggle at school  
and suffer from asthma, meningitis and mental health problems.

Shelter provides thousands of families with the legal support they  
need to make rogue landlords face up to their responsibilities  
and undertake vital repairs.

**But we can't do it without your help.**

Text **HOME** to **85010** to give **£3**  
and help pay for our team to send a legal  
letter that will force a landlord to act.

Shelter

shelter.org.uk

You will be charged £3 plus one message at your standard network rate. We will be in touch to tell you more about our work.  
If you'd prefer we don't contact you, reply NOT-THANKS. To protect the identity of Shelter clients, names have been changed  
and models may have been used in photographs. Registered charity in England and Wales (203770) and in Scotland (SC000327).



# Context: Shelter's 2011 campaign

Founded in 1966 in London. Ken Loach's Cathy Come Home was pivotal in establishment of the charity. <https://www.youtube.com/watch?v=swJtjO4F3iI>  
<https://www.youtube.com/watch?v=xky8ZqhNAIo>

Aims to help people with homelessness and bad housing. Gives advice and lobbies government to make changes to improve housing.

Campaign launched in 2011 to encourage people at risk of losing their home to ask for advice earlier

Main focus of campaign is poster ads, but FB and mobile messaging also used

The poster campaign initially launched in four towns identified as hotspots for housing problems, and ran from 21 August for six weeks.



# The Campaign

- <https://www.weareamplify.com/work/rotten-homes/>
- <https://www.youtube.com/watch?v=8kyb0dhW5ss>

# Something to think about

Shelter's campaign was created by Amplify on a **pro bono** basis

Jonathan Emmins, founder of Amplify said: "Amplify is best known for being a creative comms agency specialising in non-traditional media and channels, so it has been great working with Shelter on a brief to create cut-through in a more traditional advertising space.

"It was crucial to us that the creative had the ability to shock and stand out but without resorting to gimmicks. We wanted people to empathise, to never lose sight of the real people, the real faces impacted by the current economic and housing situation."

# Analysing print adverts

## What do we analyse?

### Media Language:

- Colour
  - Type of shot
  - Angle
  - Focus
  - Depth of field
  - Mise-en-scene
  - Realism?
  - Narrative?
  - Use of text/copy
  - Font design/size
  - Layout
- Pack shot
- Z rule

### Audience:

- Who is the target audience for this advertisement
- How do we know?
- What might other audiences make of it?
- How is the audience addressed/attracted?
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### Representation:

- Who is seen?
- How are they represented?



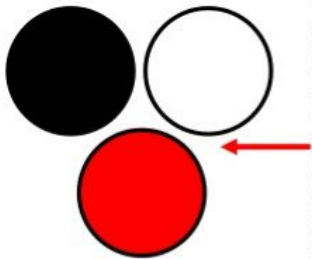
### TASK:

Analyse the Rotten homes ad by annotation

### Remember:

- Terminology
- Connotation

Extension: Theory



The colour scheme of these adverts is very standard. Red, white and black go together very well as a trio. The simplicity of the colours mean that the message of the advert is carried across easier than it would be if there were more complex colour combinations. The simplicity could also be seen as a way to show that it is not a complex process to get advice from Shelter but instead it is very simple and easy so people should do it before they get into an extremely bad housing situation. Because the advert doesn't mess round with colours it also connotes a sense of seriousness about the issue and shows that homelessness isn't a joke.

Each of the posters contains a different scenario that shows different ways that people can have housing problems and face homelessness. This is employed to inform people that there a number of ways that cause people to face homelessness so should be aware of them in case any happen to them. It creates a sense of realism about the problem and that it is a threat to many people.

The poster has information such as the website and a phone number with the phrase 'to donate'. This information is on the advert to make it clear that Shelter is a charity that is there to help and support but also needs money and support to keep going as a charity.

The target audience for these posters is likely to be people over the age of about 25. By this time the majority of people either own or rent property and so these issues will affect them the most, especially young people who don't know what tenants are supposed to act and how they are supposed to be treated.

With these adverts there is a sense that social consciousness and collective responsibility. They appeal to the side of people that want to help others and make sure they don't end up in these terrible situations. The posters also serve the purpose to educate people, briefly, about homelessness.



The adverts follow the same sentence structure in the bold white writing underneath the mouths of the people. It has a declarative statement followed by the words 'We can help.' This is repetition and makes people in these situations feel reassured because it makes them feel as though the charity is there for them in their time of need.

In the logo for the charity the 'h' is in the shape of a house. This shows the audience that the charity is to do with housing if they weren't sure at first. It also means that they don't have to read the whole poster to understand what the charity helps.

The advert contains emotive language in order to appeal to the sympathetic nature of people. The words printed across the faces of the people in the adverts makes people think about others and feel sorry for those facing homelessness so that they will donate to the charity. Because they are simple sentences that are fairly vague, in terms of context, it makes people feel as though this could happen to them, their friends, or their family and so they feel obliged to help by donating.

The lack of representation with diversity in the images on the posters mean that people don't stereotype those that face homelessness. The people used look 'average' and don't look scruffy and dirty as people assume homeless people are. This causes people to realise that homelessness can happen to anyone and isn't specific to certain types of people. There is a possibility that the people featured in the advert are ethnically diverse, however it is not obvious.

The fact that all of the adverts use a close up of the faces expresses a sense of vulnerability for the people in the advert. It seems as though they are in a very tough situation and are struggling to get out. It shows that in these situations you may feel weak, and vulnerable but Shelter are there to help and will try to solve the problem as best as they can.

The expressions on the faces of those shown in the adverts is extremely blank. This again helps with the representation that homelessness can happen to anyone. It makes the possibility of homelessness more real for the audience. The blankness also allows the audience to read into it how they want to. For example, they may view that the people are truly broken and in a bad situation.

# Charity ads

Make a collage of a range of charity ads as a class - create a shared document on Google Slides

What are the conventions of charity ads?

How are these genre conventions historically specific?



# Assessment

1. Compare these two ads in terms of the representations created.
2. What techniques are used to sell the product to the target audience?

Remember:

- Terminology
- Connotation



**LUCOZADE SPORT**  
**HYDRATES AND**  
**FUELS YOU** **BETTER THAN**  
**WATER**

WE KNOW THAT GREAT PERFORMANCES  
AREN'T BORN FROM DETERMINATION ALONE.  
THAT EXERCISING WITHOUT THE RIGHT TOOLS  
WILL ONLY GET YOU SOBER.  
WE KNOW THAT WHEN YOU SWEAT YOU LOSE ELECTROLYTES.  
WE KNOW THAT AFTER 90-120 MINUTES OF  
EXERCISING YOUR BODY'S LEVELS START TO DEplete,  
AND THAT MEANS YOUR BODY NEEDS FUEL.  
WE KNOW THAT LUCOZADE SPORT GIVES YOUR  
BODY THE ELECTROLYTES YOU'VE LOST.  
IT HYDRATES AND FUELS YOU BETTER THAN WATER.  
BUT DON'T JUST TAKE OUR WORD FOR IT.  
TEST IT FOR YOURSELF. PICK UP A BOTTLE.  
HIT THE GYM. THE TRACK. THE PITCH.  
GIVE YOUR ALL.  
FEEL THE RESULTS.

DO YOU BELIEVE?

#IBELIEVE

SCIENTIFICALLY PROVEN



LUCOZADE  
YES

# Summary

Read through your notes and check that all makes sense

If anything is unfinished, complete it now

Ensure all your case study work is well labelled and referenced



# Semiotics - how meaning is constructed through language and codes

Ferdinand de Saussure  
1857-1913



Roland Barthes  
1913 -1980



Stuart Hall  
1932-2014



# Saussure - the signifier and the signified

This theory suggests that there can be two levels of meaning in an object within a media text.

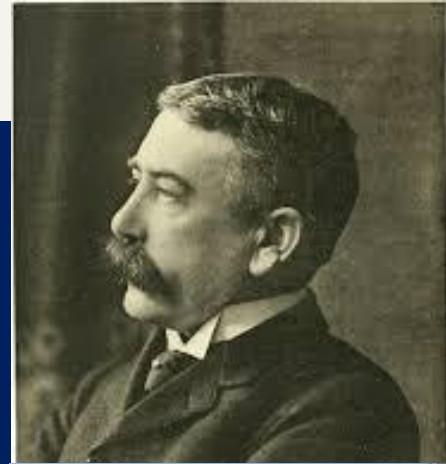
Firstly there's the signifier—which is what is there in front of us, what we see, the form the sign takes. Then there's the signified—which is an idea we associate with the signifier, the concept it represents.

THE SIGN OR SYMBOL WE SEE DOES NOT MAKE SENSE WITHOUT THE ACTUAL OBJECT AND THE MEANING IT CREATES.

For example, if in a film the characters are talking about a bank, it's up to the audience to determine which bank they mean—a grassy slope or a place to deposit your money?

signifier

signified

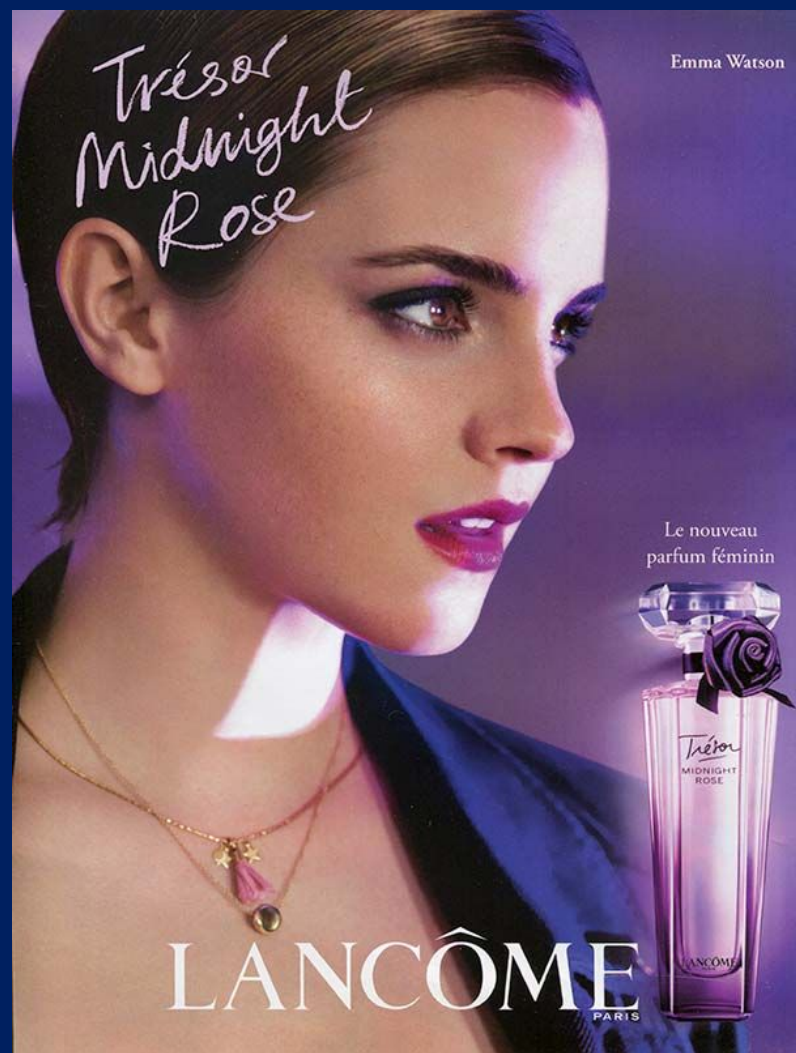




# Signifier? Signified?

The signifier is  
This meaning that is  
suggests is...  
the purple rose...

S



# Roland Barthes - denotation and connotation

This theory looks at how the audience will interpret meaning from a particular text. However, this interpretation is often influenced by society and the audience member's own experience of the world.

The denotation is an object placed within a text, eg a poppy.

It is then up to the audience to draw on their own cultural, social and historical knowledge to interpret its connotations.

For example: is it just a red flower or do we think of war, violence, death, Remembrance and Armistice.



So the basic idea of denotation and connotation is what we see in a text and then what ideas we think of after or ideas we associate with that image.

# Stuart Hall (1981) Encoding and Decoding



Hall's theory thinks about the preferred meaning of a text. If something is encoded it is what is written within a media text.

An image has been placed in the text by the producer and will challenge or promote dominant ideologies.

Decoding is when the audience reads into this piece of media and makes their own interpretation of what the image means .

Hall thinks the media circulates dominant ideas, and his theory says that producers place dominant ideas in different media.

So basically, they would have cleverly encoded their views and opinions into say a film or newspaper article with the intention of the audience interpreting this preferred or intended meaning.

# Stuart Hall - Reception Theory

Hall says there are three ways the audience decodes texts:

**Dominant Reading:** The audience fully accepts the preferred meaning, showing they agree with dominant values.

**Negotiated Reading:** The audience takes a negotiated position, meaning that they only agree with some-not all of the preferred meaning.

**Oppositional Reading:** The audience takes an oppositional position, whereby they understand the preferred meaning but decide to make their own interpretation

