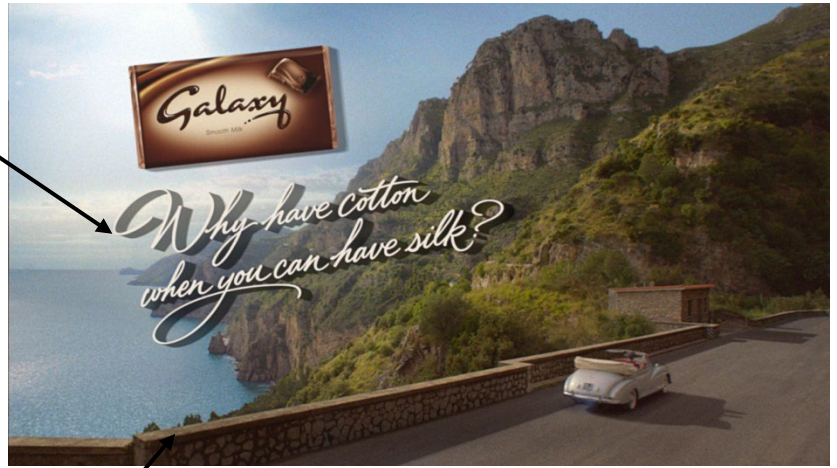


What convention is this?

What does it connote?

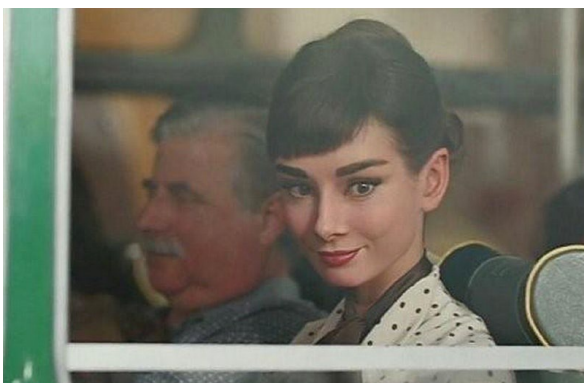


Where is the advert located?

What does it connote?

How does this align to Galaxy's branding?

Label the characters according to Propp's character theory



1. Place these shots in narrative order from 1-4.
2. Explain which part of Todorov's narrative theory they align to.



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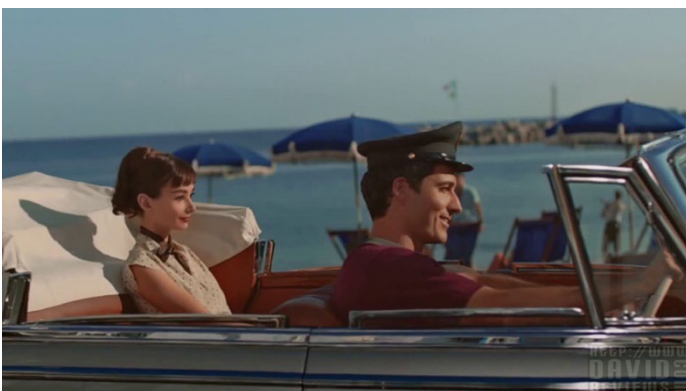
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Define Intertextuality:

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1. Explain how intertextuality is used in the Galaxy Advert CSP. How is it effective?

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2. Identify Propp’s seven character types and their role. You may want to draw your own figures to help you to remember the characters.

Image	Character Type	Role
	The Hero	Gives the hero advice or a useful object.
	The Villain	Sends the hero on the quest.
	The Helper	Aids the hero.
	The Donor	The character around whom the action revolves.
	The False Hero	The motivation or reward for the hero.
	The Princess	Opposes the hero (creates problems for the hero)
	The Dispatcher	Often a helper who turns on the hero and is punished.

