

CSP Revision Booklet – Represent NHS Blood donor advert

1. Define niche audience:

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2. Which niche audience is the NHS Represent advert targeted towards?

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How do you know? – What semiotic codes are used in the advert to appeal to this audience?

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3. What percentage of blood donors are from the BAME community?

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4. Why is it so important that these communities donate blood? (give at least 2 specific reasons)

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5. What is the message of the advert?

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6. Write down how each of these stills **align to the advert's message.**

Consider:

- Who is in the shot
- What are they doing
- Where are they

The **connotations** of that shot – how does it link to the **main message** of the advert?



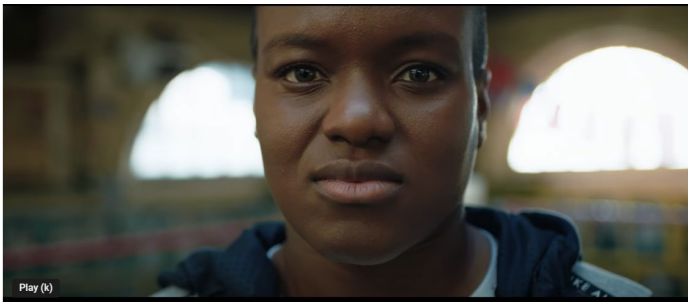
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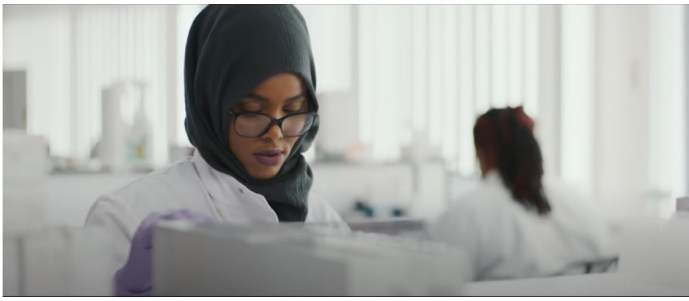
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**7. Why is this shot at the end of the advert so powerful?
Write about at least 3 different things (in your book)**



8. Lyrics analysis

Complete all questions on the lyrics below.

The world's full of talented people
The passion in some is less than in others - the balance ain't equal
You could be a **rapper** and be cool
You could be a **singer** in a band to a kid that's in pre-school
Whether you decide to be a **pilot** and fly private
A **boxer** in the ring and you fight to get eyes violet
A **librarian** to get enlightenment when the time's silent
A **voluntary worker** and the smile on a child's priceless
The sky has no limits
You could be an artist painting a vivid image
A nail technician booking clients for acrylics
A bartender at a nightclub pouring spirits
You could be an actor, could be into fashion
You could be a dancer ready to make it happen
You could be going back and forth on a basketball court
Or a chef seasoning your salmon, that's talent

Why does Lady Leshurr list so many different jobs?

What device is used here? Why is it effective?

We are the sounds of the streets, we are the voice of the youth so you shout and we scream

We are the ones making policies
We are the scientists who create magic in the laboratories
We are the tropical spirits of the island
We are the footballers that love striking
And we ain't representing in other ways
Like giving blood to help others see better days

What could this line suggest about the BAME community?

Is it pressure? Is it pressure?

We have got to take some time to make it right

We have got to take some time – give blood, save a life.

What device is used here?
Why is it effective?

Why is repetition used in these final lines of the rap?

How does the pace change here?

Lady Leshurr refers to urban and youth culture throughout. How is this powerful for the advert's message?

9. Select which types of narrative this advert follows (2 answers required):

- A. Linear
- B. Non linear
- C. Single-stranded
- D. Multi-stranded

10. Of the two you selected, explain how these types of narrative are used in the advert. Use specific references and media terminology.

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11. This advert could be seen as a hybrid genre. What does this mean?

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Which genres are incorporated in the advert?

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Conventions of a rap music video	How are they used in the advert?

Positive representation – fill in the blanks

Throughout media historically, _____ communities have been portrayed poorly, often falling into familiar _____ (nerdy Asian, Black gang member) or _____. In contrast the Represent advert chooses to represent the vast _____ amongst these communities, in both professions and in _____.

The overall representation is that Black and Asian people are a hugely important part of the _____ at all levels (art, politics, business, medicine). This _____ representation is a powerful way to suggest that the Black and Asian community should also be well represented in _____.

stereotypes

underrepresented

demographics

culture

diversity

Black and Asian

positive

blood donations