

Semiotic codes and Media Language Checklist

When analysing a media product, check the visual and audio codes. Consider the **denotations and connotations**.

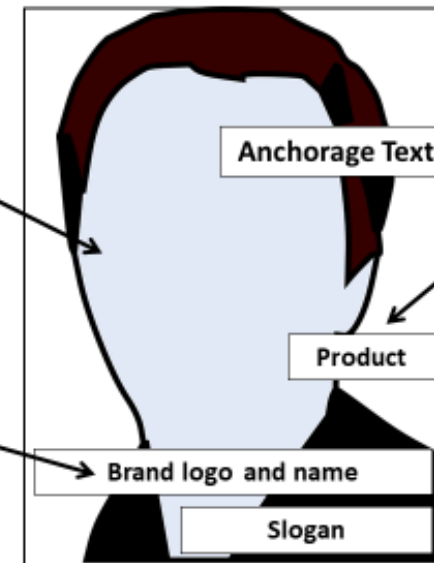
- Colours
- Slogan
- Product placement
- Camera Angles
- Audio codes
- Persuasive language
- Endorsement
- Positioning/ arrangement/ blocking
- Interesting and meaningful phrasing
- Stereotypes
- Positive/ Negative representation
- Contextual influences

Key Image

To help sell the image and increase understanding of product. Sometimes a celebrity endorsement.

Brand logo and name

So that it is quickly recognisable in store or online. This is an example of gaining brand identity.



Anchorage Text

Text that gives more detail on product.

Image of Product

So that it is quickly recognisable in store or online. This is an example of gaining brand identity.

Slogan

Often adds to the theme of the advert. Reinforces brand identity.

Narrative Structures and Theories

Single Strand Narrative

A narrative that is focused around only one character and the narrative unfolds and finishes around that particular character.

Linear Narrative

A narrative that works in one line or strand. This means that the narrative works from start to finish and tells the story in one straight sitting without interruptions from the past or future.

Multi-Strand Narrative

A narrative that allows itself to be focused around many other characters and unfold in the hands of multiple ways through this.

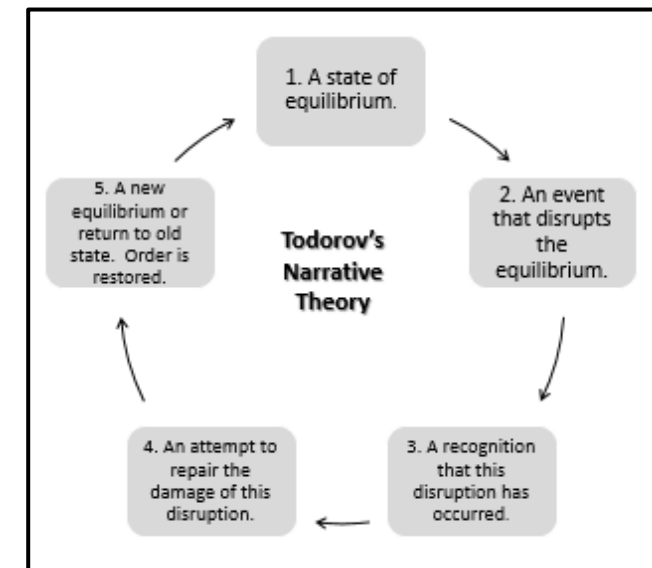
Non-Linear Narrative

The opposite to what a linear narrative might contain. This means that it has interruptions in between, at the start or the end of the story.

Propp's Characters

1. Hero
2. Villain
3. Princess
4. Donor
5. Helper
6. False Hero
7. Dispatcher

Todorov's Narrative Theory





NHS Represent Advert

Message of the advert – to promote positive representations of the BAME community in order to empower them to donate blood.

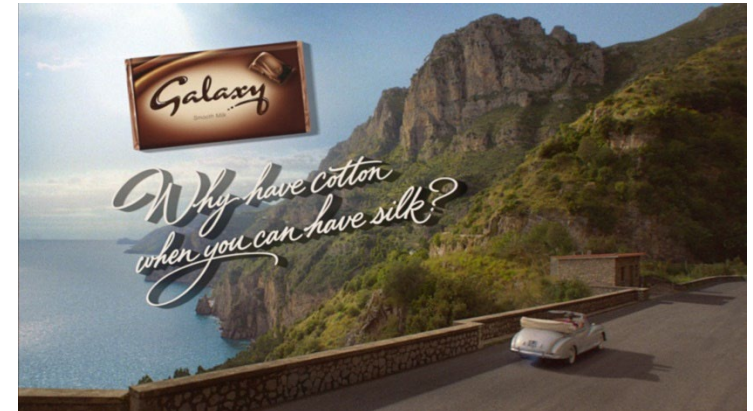
Key questions

- How does the advert use conventions of rap music videos? Why does it use them?
- What positive representations of the BAME community does this advert contain?
- How does the advert use the urban location to engage its audience with its message?
- What is a niche audience? Who is the advert's niche audience?
- What narrative structure does the advert follow? How does this enhance its message?



Galaxy Chauffeur Advert

A well-known chocolate brand sold as a luxurious but affordable creamy chocolate. This advert uses Audrey Hepburn reanimated using CGI to give the product a sense of a timeless class.



Key questions

- How does the product's branding come through in the advert's imagery and iconography?
- How is a sense of nostalgia used?
- How does the advert use intertextuality to portray their brand?
- How is the advert's narrative structured?

OMO Advert

The OMO advert is from 1955 in the UK and is for the OMO washing detergent for clothes. The advert comes a decade after women were helping the war effort by working while the men were at war.

Key questions

- What were the stereotypes of men and women in the 1950s? Are these still prevalent, today?
- How does the advert adhere to gender stereotypes?
- How is the advert arranged to persuade the audience to buy the product?
- How does this advert connote a sense of perfection?
- What are some examples of persuasive language the advert uses?

