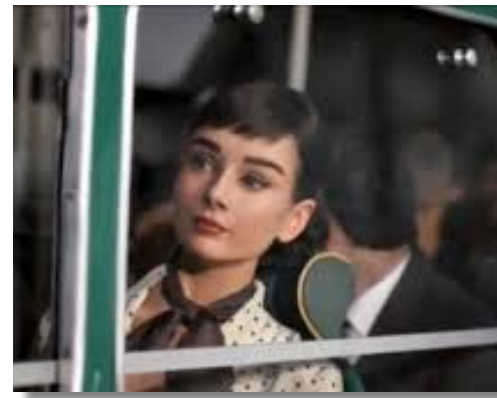




Galaxy Chocolate

Media
Language
Representation



Contexts:

Galaxy is a well known chocolate bar from the Mars company, sold as a luxurious but affordable creamy chocolate. Its advertising has usually focused on the product being an indulgence for women, and a break from their busy lives. This 2013 advert called 'Chauffeur' Audrey Hepburn was a famous actress who was 'reanimated' to give the product a sense of timeless class.



Romance Genre

Narrative:

The narrative is a classic romance narrative, of a beautiful young woman in a situation, saved by a handsome man. The conventions are subverted when she rejects the romance and instead enjoys the chocolate in its resolution.

Iconography:

The main iconography is Audrey Hepburn since she's a famous actress who is an icon in 1950s romance cinema. The city has a vintage look to fit with this old cinema appeal. The setting fits with the romantic comedy setting. Audrey's clothing and make up are also iconic, as well as the glamorous car.

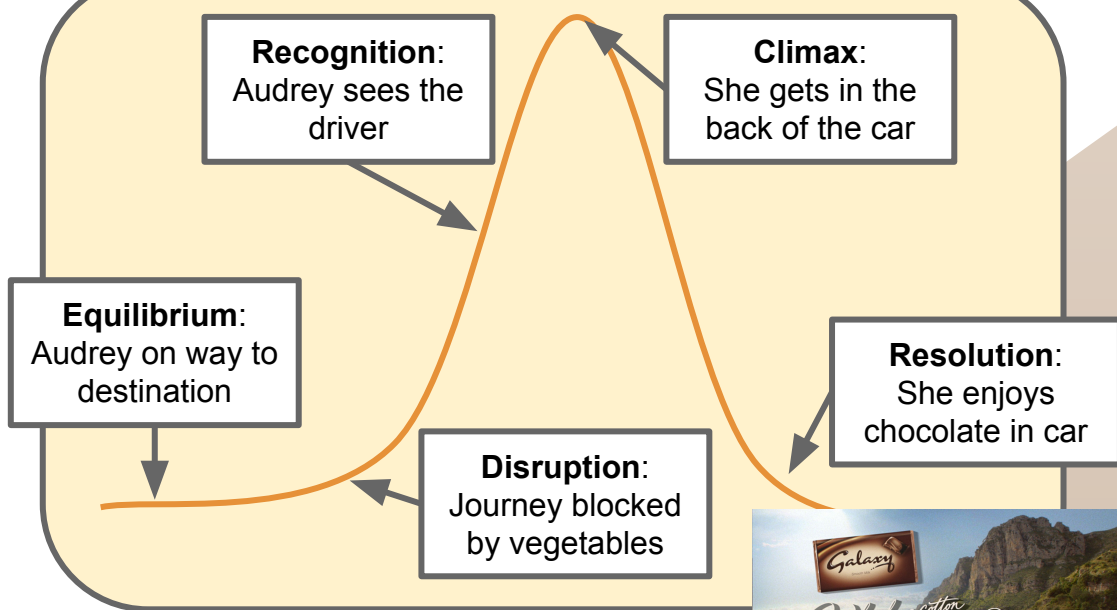
Characters:

Audrey and the handsome man are conventional for this genre of classic romance, and their playful relationship is also common. The cast of lively but funny Italians also reflects the genre.

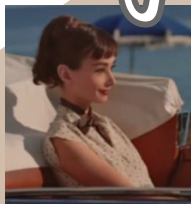
Setting:

The Italian setting is straight from the Audrey Hepburn film Roman Holiday, and is a conventional romantic setting of a small, peaceful town with no real conflict.

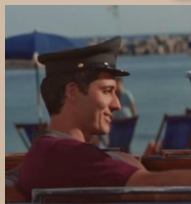
Todorov's Narrative



Propp's Characters



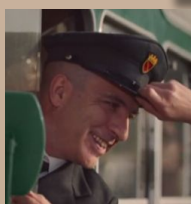
Audrey Hepburn looks like a typical **princess** - pretty, vulnerable and in need of help. However she asserts herself and we realise she is the **hero** on her journey.



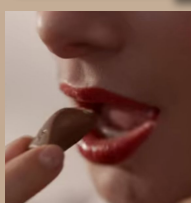
Audrey sees a handsome **hero** archetype who arrives to save her, but she refuses his offer of the front seat, and turns him into her 'chauffeur' - the **helper** on her journey.



The **villain** could be seen as the disruption caused by the fruit seller, which stops Audrey on her quest to reach her destination.



The bus driver provides the man in the car with his hat, essentially becoming the **donor** of an item to help our **hero** reach her journey.



So who is the **princess**? Well, the ultimate reward for our hero is not a romantic interest, but the Galaxy chocolate itself! She has reached her goal.

Media Language Analysis

Colours: Bright primary colours with a nostalgic sepia filter create an idyllic version of the past.

Clothing: Audrey is feminine but classy and modest in dress - clearly aspirational for a target audience. The use of the driver's hat puts the men in positions of service.

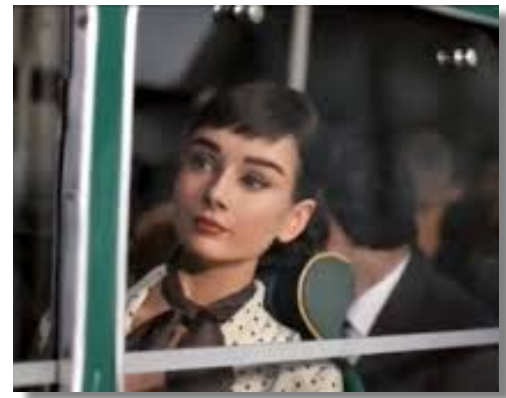
Slogan: "Why have cotton when you can have silk?" suggests the product is luxurious and smooth, better than other chocolates.

Intertextuality: The advert refers to the various movies of Audrey Hepburn to appeal to fans of her, associating the product with those classic romances, now in incredible HD full colour.



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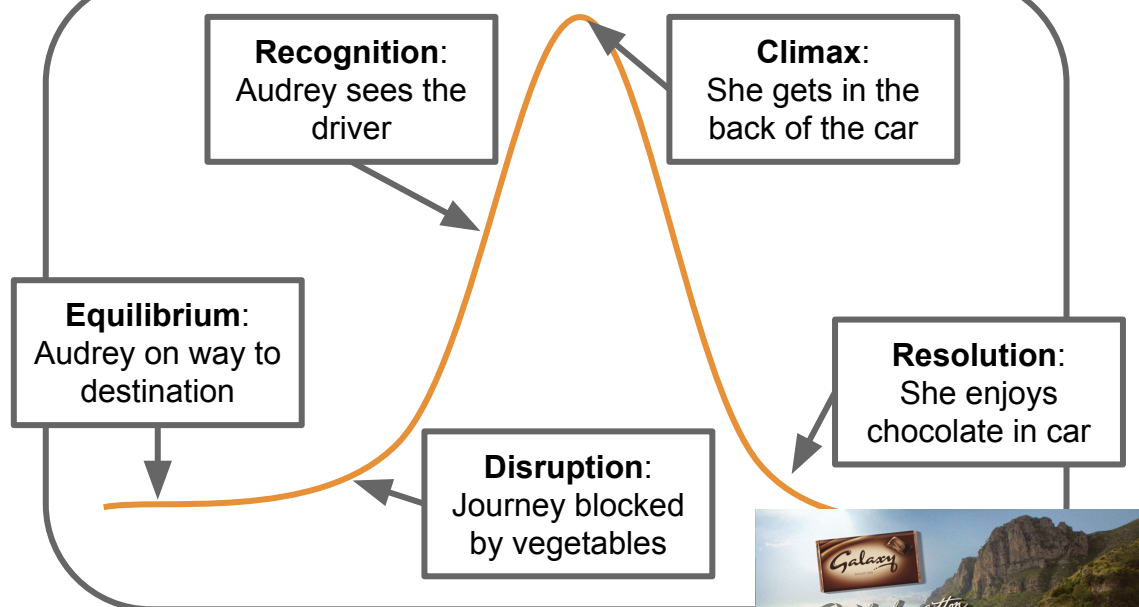
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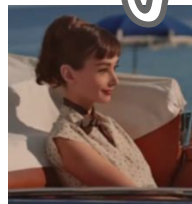
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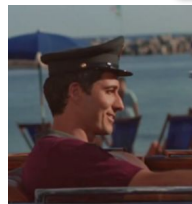
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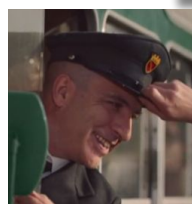
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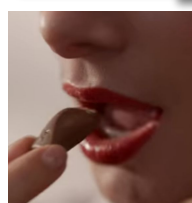
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