



NHS GIVE BLOOD:

R E P R E S E N T

CONTEXT

The NHS Give Blood; Represent advert was an online-only advert from 2016, designed to encourage blood donations from the **niche audience** of Black or Asian people. The advert highlights how **only 3% of blood donors are Black or Asian**, despite being around 10% of the UK population. This is important as **certain illnesses affect those communities more**, such as sickle cell disease, therefore particular blood types are needed to treat them effectively. The advert uses a number of Black and Asian celebrities and workers, such as Ade Adepitan, Chuka Umunna and the grime artist Lady Leshurr, who raps over the advert.

MEDIA LANGUAGE

Lady Leshurr performs on a London rooftop to suggest she's the voice of the city, and reflecting the urban centres of the UK.

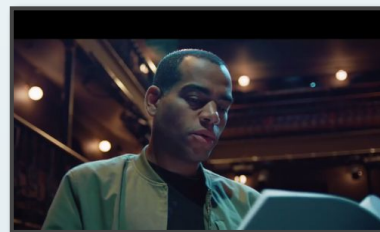


"You could be going back and forth on a basketball court, Or a chef seasoning your salmon, that's talent"

Lady Leshurr **lists** a huge range of jobs, reflecting the wide range of skills and influence Black and Asian people have in the UK

Leshurr points out the Black and Asian community's role in **urban and youth culture**, and 'we shout and we scream' might suggest fighting for equality

"we are the **sounds of the streets**, we are the voice of the youth so **we shout and we scream**"



The celebrities and workers are shot in graceful **slow motion** and with **low angles** to imply their success, whatever their background



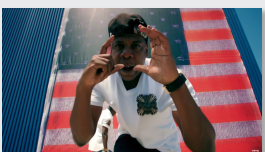
The empty chairs emphasise the lack of donors, and is a powerful **contrast** to the positivity before it

"we aint representing in other ways Like **giving blood** to help others see better days"

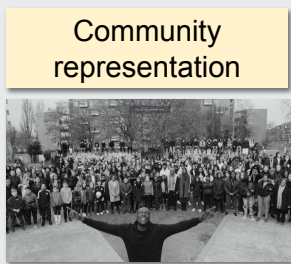
After showing how successful Black and Asian people are in modern day UK she **contrasts** this with the lack of blood donations from the community

GENRE

The Represent advert could be considered a **hybrid genre**, combining a traditional medical campaign ad, with the **conventions of grime and hip-hop videos** while subverting some of the less appropriate conventions:



Low camera angle



Community representation



Dance and rapping

Editing to beat

Urban setting

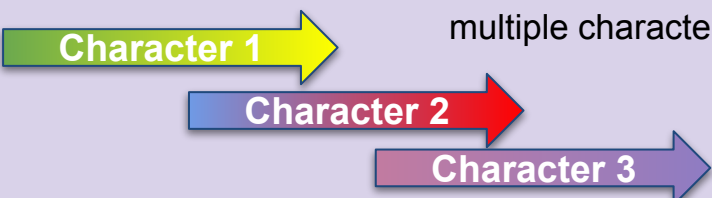
NARRATIVE

Due to its music video style, the **narrative** of the advert is **fragmented**, and can be categorised as follows:

Non-linear: The timeline does not flow chronologically



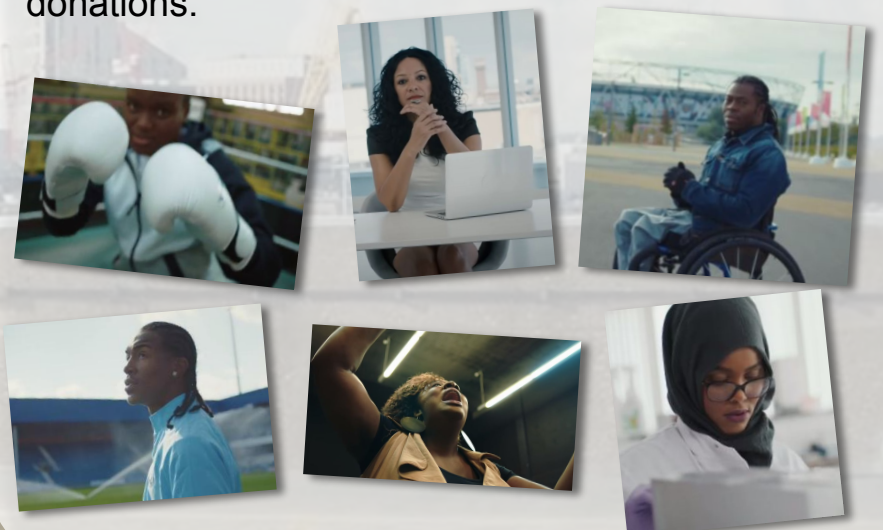
Multi-stranded: The narrative follows multiple characters



REPRESENTATION

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

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





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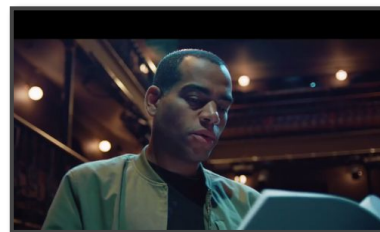


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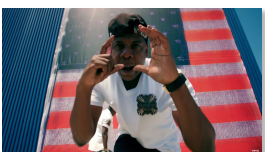
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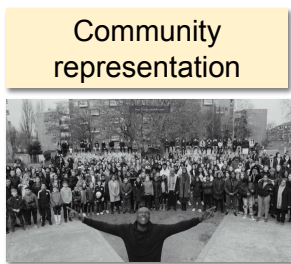
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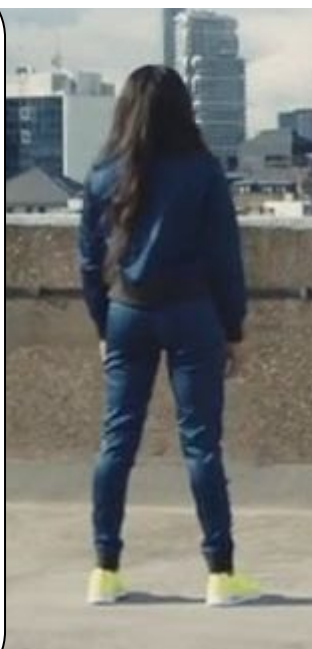
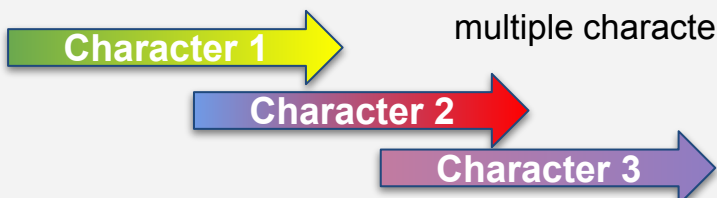
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