

1.

Galaxy Chocolate Advert

Theoretical Focus:

Media Language

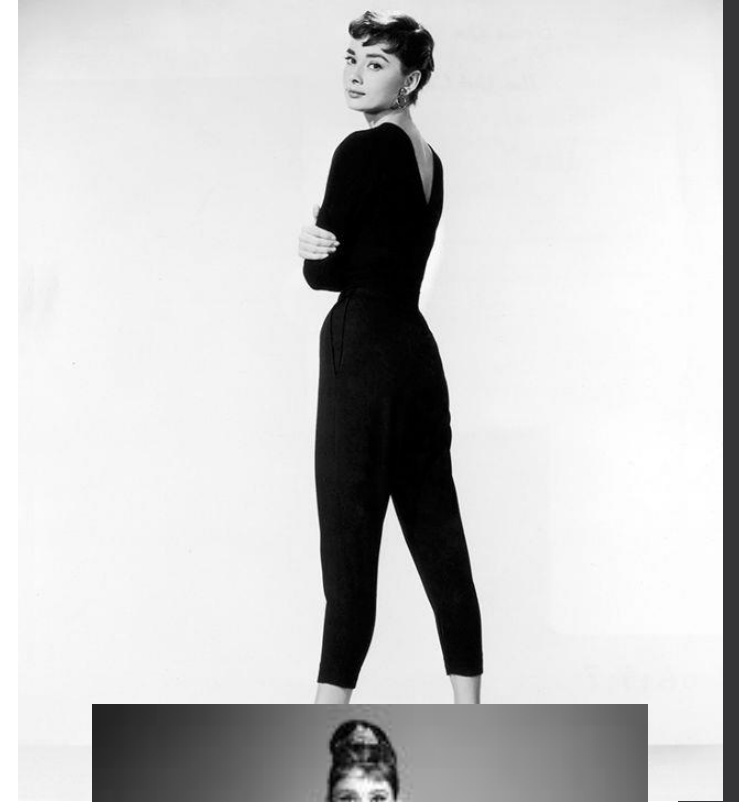
Research lesson:

- In 2013 a chocolate bar brand used Audrey Hepburn (who died in 1993) in an advertisement.

- Research and write down information about Audrey Hepburn

Some examples of what to look for:

- ✓ When was she born?
- ✓ What was she famous for?
- ✓ What she represented and why she was used in the advert ?
- ✓ Apart from movies what else did she do?



Learning Objectives

- Essential: research Audrey Hepburn and her connection to the Galaxy advert.
- Desired: familiarise yourself with the Galaxy advert.
- Extended: identify key semiotics used in the advert.

Audrey Hepburn:

- Was born 4th May 1929.
- She was a British actress, model and humanitarian.
- She was considered one of the best actors in Hollywood's 'Golden Age of Cinema'
- She starred in a range of famous films: *Breakfast at Tiffany's*, *Roman Holiday* and *My Fair Lady*.
- Audrey Hepburn was seen as a fashion icon and many fashion designers used her look as their inspiration.
- She died on 20th September 1993.



Galaxy Advert 2013



What is unusual
about Audrey
Hepburn featuring
in this advert?



Galaxy Advert

Identify and explain the importance of the semiotics (signs and symbols) in this advert

The scenery:



Audrey Hepburn on a crowded bus:



The image of Audrey Hepburn:



The Man:



The image of the chocolate itself:



Summarise the story of the advert in 10 sentences.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Plenary:

- Why do you think Galaxy chose Audrey Hepburn as the face of their advert?
- https://youtu.be/aRV-2_Un-kk
- <https://youtu.be/h4s0llOpKrU>
- What modern day actress do you think could work in the advert? Explain your reasons.



2.

Narrative and Persuasion

Theoretical Focus:

Media Language

Learning Objectives

- **Essential:** define what is meant by a narrative.
- **Desired:** identify and summarise narrative theories.
- **Extended:** apply a narrative theory to the Galaxy advert.

Starter:

- What do we mean by a narrative?

‘A narrative is...a spoken or written account of connected events; a story.’

EXT: how would a narrative help a company to sell their product?

What is Propp's Narrative Theory?

Key Theory:

Vladimir Propp

(1928)

Vladimir Propp analysed Russian folk tales to identify their framework. He broke down the tales into the smallest possible units: **narratemes or narrative functions**. Each of **narrateme** is essential to move the story forward.

Example:

1. A family member leaves home – the hero is introduced.
2. The hero is commanded not to go somewhere/do something
3. The hero ignores the command.

From there, Propp categorised the characters:

- The villain
- The hero
- The false hero



Criticism:

People believe that Propp's theory is over simplified. It is outdated because modern narratives don't always have one clear 'hero' and 'villain'.

What is Propp's Narrative Theory?

CHARACTER ROLE	CHARACTER FUNCTION
The Hero	...is on a quest.
The Villain	...works in opposition to the hero.
The Princess	...is what/who the quest is for.
The Dispatcher	...sends the Hero on the quest.
The Donor	...gives the Hero something to help them on the quest.
The Helper	...assists the Hero on the quest.
The Father	...rewards the Hero.
The False Hero	...appears to be helping the hero but is unmasked as a fraud.

[Propp's narrative theory \[4 minutes\]](#)



The Heroine:

The heroine is a woman who is admired or recognised for her achievements or noble qualities.

What makes Audrey Hepburn a good heroine for this advert?

The Hero:

The hero doesn't have to be male but they are usually looking for something or trying to solve something.

What is the man looking for in this advert?



Todorov's Narrative theory

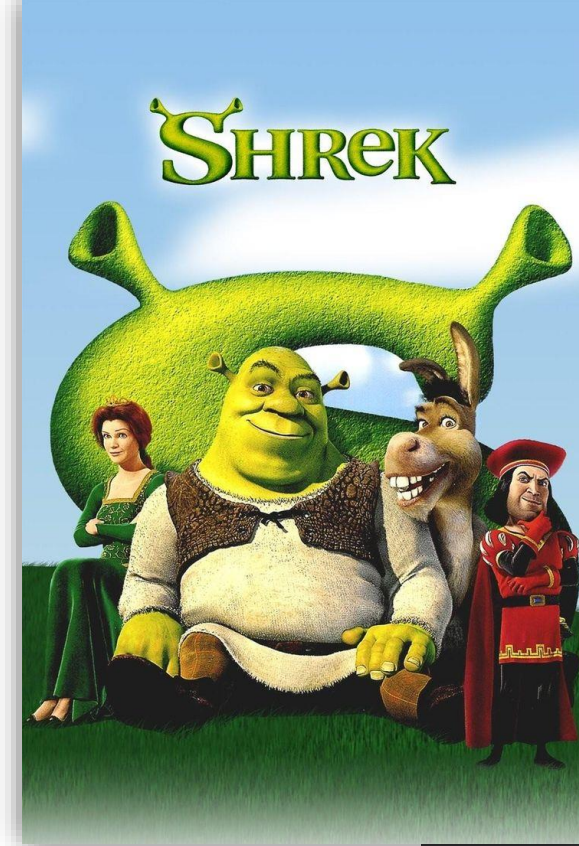
Todorov's narrative theory: *Todorov suggests that all narratives begin with an equilibrium or an initial situation where everything happening is balanced or calm. This is followed by some form of disruption, which is later resolved and the solving of this problem can be the whole point of the media product [or text] leading, ultimately, to a new equilibrium.*

According to **Tzvetan Todorov**, a Bulgarian-French historian, philosopher, and structuralist, stories have a common narrative structure:

1. **Equilibrium** – the story begins with normality.
2. **Disruption** – a problem occurs and creates a disruption to the normality.
3. **Recognition of disruption** – characters become aware of the problem.
4. **Attempt to repair the disruption** – characters prepare to overcome the problem.
5. **New equilibrium** – the final stage of the story presents characters with a new normality.

Todorov's Narrative theory

Stages in Todorov's Theory	Events from <i>Shrek</i>
Equilibrium	
Disruption	
Recognition of Disruption	
Attempt to Fix Disruption	
New Equilibrium	



Todorov's Narrative theory

Stages in Todorov's Theory	Events from <i>Shrek</i>
Equilibrium	Shrek lives alone in the swamp, with no friends or worries.
Disruption	Fairytale creatures appear at Shrek's swamp, after they were kicked out of their homes by Lord Farquad.
Recognition of Disruption	Shrek is annoyed by the creatures, and sets out to confront Farquad, who is seeking a wife.
Attempt to Fix Disruption	Farquad sends Shrek on a mission to rescue Princess Fiona from a dragon. Shrek and Fiona fall in love, but Fiona must marry Farquad to remove a curse.
New Equilibrium	Shrek and Fiona declare their love for each other, Fiona assumed the form of an ogress, Farquad is eaten by the dragon, and the film ends with Shrek and Fiona's wedding.

Plenary:

- Which feature used on the Galaxy advert appealed to you the most?
- Challenge: explain your answer linking to Propp's Theory.



3.

Representation in Advertising

Theoretical Focus:

Media Representation

Starter:

In your book, define these key words:

Setting:

Persona:

Historical Period:

Nostalgia:

Masculinity:

Femininity:

Setting: the place or surroundings where an event takes place.

Persona: an aspect of someone's character and how it's perceived.

Historical Period: an era in time where something takes place.

Nostalgia: having fond memories of the past.

Masculinity: male qualities.

Femininity: female qualities.

Learning Objectives

- Essential: define key terms linked to the representation of the advert.
- Desired: identify how different areas are represented in the Galaxy advert.
- Extended: consider how Galaxy has created an image to sell their product.

Task: Look back over the Galaxy advert. How does the advert portray these areas to make the product appeal to an audience?

	Setting Where the advert takes place.	Celebrity Persona The character of the celebrity shown in the advert.	Historical Period What era do you think the advert takes place?	Nostalgia Fond memories of the past.	Masculinity Male qualities	Femininity Female qualities
Describe these features and explain what they could connote. How do these features appeal to the target audience?						

GCSE Style Question:

- The Galaxy advert has used a range of positive representations to appeal to a wide target audience.
- How are the different representations used in order to appeal to the target audience?

[6 marks]

Level	Mark Range	Description
3	5-6	<ul style="list-style-type: none">• Excellent analysis of the product that is detailed and critically engages with the nuanced aspects of positive representations in the specified product.• Consistent appropriate and effective focus on the intended meanings created by the representations in the advert.• Consistent appropriate and effective use of subject specific terminology throughout.
2	3-4	<ul style="list-style-type: none">• Satisfactory analysis of the product that is clear and maintains a general focus on aspects of positive representations in the specified product.• Some appropriate and effective focus on the intended meanings created by the representations in the video.• Some appropriate and effective use of subject specific terminology.
1	1-2	<ul style="list-style-type: none">• Basic analysis of the product only focusing on the <u>more straight</u> forward aspects of positive representation in the specified product and is mostly <u>descriptive</u> rather than analytical.• Limited appropriate focus on the intended meanings created by the representations in the video.• Little, if any, appropriate use of subject specific terminology.

Plenary:

- What other setting or storyline could Galaxy have created for this advert?
 - *“Why have cotton, when you can have silk”*
- Use the key word headings from this lesson to help produce an idea for a new advert.

4.

Stereotypes and the Audience

Theoretical Focus:

Media Representation

Starter:

- What do we mean by a ‘stereotype’?

A stereotype is.....

.....a widely held but fixed and oversimplified image or idea of a particular type of person or thing

- EXT: what different stereotypes are used the in the Galaxy advert?

Learning Objectives

- Essential: define key terms linked to the representation of the advert.
- Desired: identify how different areas are represented in the Galaxy advert.
- Extended: consider how Galaxy has created an image to sell their product.

What do you think the stereotypical target audience for Galaxy would be?



What Stereotype does Audrey Hepburn fit into?



Feminine:

Women are supposed to be quiet and shy.

What Stereotype does the man in the advert fit into?



Masculine:

Men usually have nice cars/are interested in cars.

GCSE Style Question:

- What do the following elements of the Galaxy advert connote?
 - The man in the car pulling alongside the bus.
 - Audrey Hepburn putting the bus drivers hat on his head.

[2 marks]



GCSE Style Question:

- Why do advertisers use stereotypes? Answer with reference to the Galaxy advertisement.

[6 marks]

Answer Checklist:

- why do advertisers use stereotypes?
- reference the Galaxy advert
- use specific subject terminology

Plenary:

- What target audience do you think these other chocolate bars would appeal to?



5.

Adverts Past and Present

Theoretical Focus:

Social and Cultural Context

Starter:

Other than the Galaxy advert, what chocolate adverts can you remember?



Learning Objectives

- Essential: identify and compare a past advert to the Galaxy advert.
- Desired: analyse adverts for the social and cultural contexts.
- Extended: research an advert and create a comparison.

Chocolate Advert Comparison

Social and Cultural Contexts



Milky Bar (1961)



Milk Tray (1970s)



Mars (1980s)



Challenge: find a chocolate advert from either the 90s or 00s to analyse.



Look at this advert from 1961

- Who is the target audience for this advert?
- How do you think this advert fits in with what was popular in 1960s Britain?
- How does this differ from what is popular now?



Look at this advert from 1970

- Who is the target audience for this advert?
- How do you think this advert fits in with what was popular in 1970s Britain?
- How does this differ from what is popular now?



Look at this advert from 1980s

- Who is the target audience for this advert?
- How do you think this advert fits in with what was popular in 1980s Britain?
- How does this differ from what is popular now?



Challenge: explain how social values have changed advertising.

Plenary:

- Which advert did you think was the most appealing and why?



Design an Print Advert to sell a product

Task:

- Design an advert to sell a product (e.g. Chocolate Bar, perfume, games, etc)
- Make sure to include the codes and conventions of a print advert (see the sheet you have been given)

Think about:

- *Target audience*
- *Representation*
- *Stereotypes*
- *Choice of what is in the advert to create meaning (pictures, text, font, colours, etc)*
- *Narrative structure*

