

Scheme of Learning: Advertisements

Topic Sequence:							
1	2	3	4	5	6	7	8
Semiotics and Representation	Media Theory	The Film Industry	Magazines and Newspapers	TV and the Sci-F Genre	Advertising	Online, Social and Participatory Media	Radio and Music Videos

Topic Overview:

This unit of work explores advertising, in both moving and still image forms, and how representations are used within three CSPs in order to appeal to their target audiences. We begin by looking at the NHS's 'Represent' campaign fronted by Lady Leshurr, a grime artist, encouraging a niche audience (the BAME community) using persuasive techniques to donate blood. From here we move to the 2014 'Galaxy' advert which used extensive CG to intertextually refer to a dead celebrity in order to raise the cultural significance of the product. Finally, the pupils look at a post-war (1955) advert for OMO washing powder, found in *Women's Own* magazine. We will look at this CSP in its historical context, comparing it to the previous two in their more contemporary contexts. The students will then undertake a multiple choice knowledge test, a series of exam-style questions on one of the CSPs, and then will be given a brief in order to create their own advertising campaign for a new product.

Lesson Sequence:

The lessons begin with a focus on moving image as two of the CSPs are of this medium, before moving to a still-image advertisement and finishing with a multiple choice knowledge test, a set of exam-style questions on one of the CSPs, and then an non-exam assessment (NEA) style task in which the pupils will be given a brief for a new product and they will need to produce their own advertising campaign.

All three CSPs are assessed in the exam in terms of application of Media Language, and how representation is used to appeal to their target audiences. Consequently, the skills of semiotic analysis and understanding of re-presentation from earlier units become particularly important here. We begin by looking at the NHS's campaign 'Represent', a campaign aimed at the BAME community encouraging them to give blood. The representations of members of the BAME community often subvert common assertions and stereotypes. We will look at how the campaign is persuasive, how narrative theories can be applied to support the ideology of the campaign, and how various social groups – ethnicity, masculinity, femininity, age, class, disability/ability etc. are targeted/represented.

The second CSP is the 2014 'Galaxy' advert, in which a CGI version of Audrey Hepburn is presented as a powerful woman to the audience. The assumptions of femininity and stereotypes of chocolate consumers are challenged in this text, and pupils will be able to identify the stereotypes used and how they may be challenged. They will also be able to comment on intertextuality, as well as the link between the construction of a reality, advertising and consumer culture. We will look at other confectionary adverts through time to help understand the powerful influence of changing social values and beliefs on advertising.

The OMO advert, the third CSP in this unit, provides a different perspective, as it explores the historical context of post-war Britain and the accepted gender roles in society. It also explores implied meanings; there is a 'housewife' in the image, but the implied suggestion of masculinity is equally as important, and so advertising's influence on wider society is considered in both a historical and contemporary manner.

The additional reading had already been planned into this unit of work, and the document analysing Galaxy's market repositioning is particularly important. Whilst the pupils do not need to study these CSPs in terms of Media Industries, this is a really interesting real-life document exploring how a business researches, produces a campaign, and analyses the results. This will be particularly useful when the pupils create their own advertising campaigns.

Sequence of Lessons:		Topic Resources:	
1	Moving Image Advertisements – NHS 'Represent' Campaign 1	Knowledge Map:	1. Knowledge Map: Language, Representations
2	Moving Image Advertisements – NHS 'Represent' Campaign 2		2. Revision guide: Semiotics, Narrative
3	Moving Image Advertisements – NHS 'Represent' Campaign 3	Close Study Products:	NHS 'Represent' Blood Drive Campaign, Galaxy's Audrey Hepburn advert, OMO print advert
4	Moving Image Advertisements: Galaxy and Audrey Hepburn 1		Assessment:
5	Moving Image Advertisements: Galaxy and Audrey Hepburn 2		
6	Moving Image Advertisements: Galaxy and Audrey Hepburn 3	Application of Knowledge:	1. A series of exam-style questions on one of the CSPs 2. Creation of a still image advert for a new product
7	Still Image Advertisements: OMO 1	Supportive Reading, linking to Toynbee Literacy and Reading Policy:	
8	Still Image Advertisements: OMO 2	Lessons 1 - 3	Blood.co.uk – <i>Register and Represent</i>
9	Still Image Advertisements: OMO 3	Lessons 4 - 6	Mike McGee – <i>How we Resurrected Audrey Hepburn</i>
10	Assessment: Exam-style Question and Create Own Advertisement	Lessons 7 - 9	Department – <i>Additional OMO Context Sheet</i>
11	Complete Assessment/Feedback	Lessons 10 - end	Sarah Stenberg, Laura Thornton – <i>The 'Choose Silk' Campaign</i>
12	Allocated for any additional catch-up		