

A Level Media: Summer Work

Task one – analysing an advert

You will be **analysing** an advert for a perfume/fragrance. This advert can be aimed at male audiences, female audiences, or both. You can find an image in a magazine, newspaper, or even print out an online image.

You are going to **analyse the image** and **suggest what meanings it creates for its audience**. This is called **textual analysis**, and it's something you will be doing a lot of in Media Studies!

You will **label** the image explaining how the advert **attracts** its target audience. You may wish to stick the image to a larger piece of paper or card to make this possible. You can use the following terms:

- **Target audience** – Who is this advert aimed at? How old are the audience? What gender are they? Are they gay or straight? What kind of job do they work in?
- **Audience appeal** – What specifically might interest the audience or give the audience pleasure? How is the target audience attracted?
- **Lexis** – What **language** does the advert use? Why has the producer of the advert picked these words in particular?
- **Colour** – What colours have been chosen, and why? What mood or atmosphere does the selection of colours create?
- **Unique selling point** – What is the most striking thing about this advert, the thing that makes it stand out from every other fragrance?
- **Slogan** – Does the advert use a slogan or catchphrase?
- **Font** – What font is used in the advert, and why has this font been used instead of any others?

Task two – creating an advert

Draft an advert for a fragrance that appeals to a specific audience. We would like to display this work, so please make it as large (suggested size A3) and as colourful as possible. Remember to include everything that you explored in the textual analysis task. You can create your draft advert in any way that you choose, for example

- In pencil and pen
- As a **collage** of images found in magazines
- Using software such as **Photoshop, Gimp or MS Paint**
- **Any combination of the above!**

This work is to be submitted to your Media teacher in your first lesson. You are free to type or handwrite this work, but please submit something physical. This means that we can put it up as a display!