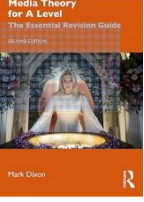

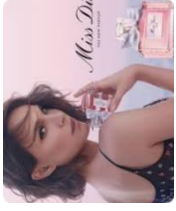





Summer Bridging Work

Media Studies – Summer 2024

Subject	Media Studies	
Key Concept	Technical Codes, Semiotics and Audiences in Fragrance Advertisements	
Resource List 	Psychographic definitions of audiences: Young & Rubicam's 4Cs Mrs Fisher's excellent videos on key texts and theorists – this one's on our key language theorist, Barthes Key textbook for Media – your own copy would be great "Essential Media Theory" by Mark Dixon	Young and Rubicam 4C's Theory by on Prezi Media Studies - Roland Barthes' Semiotic Theory - Simple Guide for Students And Teachers - YouTube ISBN 1032421029, make sure it's the SECOND EDITION though. It's not out until July 24 – I've never known excitement like it!
Your Task   	<p>There are 3 parts to your bridging task:</p> <p>Task 1: Find and save a range of Print Advertisements for different Fragrances. Aim to narrow them down to those targeting a particular audience. Start with gender! Suggestions: Chanel No.5; Hugo Boss. Include images of a range of adverts, but pick just one to analyse.</p> <p>Task 2: Identify the following codes used in advertising:</p> <ul style="list-style-type: none"> • Layout and design: how is the advert constructed? Where are the images and text placed relative to the reader? • Key image: why has it been chosen? What does it convey to the audience about the product? • Typography and Graphics: what about the font style, size, colour used? How does this help to persuade the potential buyer? • Visual codes: how are messages and values conveyed through colour, clothing, setting, props, facial expression, body language? What about the camera shot/focus/framing/lighting? • Language and mode of address: print adverts need to grab the audience's attention very quickly, so they are very precise in using a limited amount of text. What does the language of the advertisement convey about it? <p>Task 3: Apply theory to your analysis to better understand the ways in which audiences engage with the advertisement.</p> <ul style="list-style-type: none"> • Using the key concepts of semiotics: denotation, connotation and myth, can you make about the connotations of particular aspects? How can these be extended to discuss their mythic or ideological function? • Having considered the deeper meanings of the technical codes of the advertisement, have a look at the Young and Rubicam's 4Cs link and identify which of the seven consumers are likely to be targeted by the fragrance in your choice of advertisement. 	



FOR THE FIRST LESSON YOU SHOULD BE ABLE TO DISCUSS THE FOLLOWING KEY MEDIA TERMS IN RELATION TO YOUR POSTER:

- **Technical codes of print advertisements**
- **Barthes' concepts of denotation, connotation and myth**
- **Young and Rubicam's 4Cs to identify the needs of different consumers**

Additional resources

The Essential Media Theory book is the cornerstone of your revision, the sooner you start using it the better!