A Level Media Summer Work

Media language deconstruction & theoretical essay

Wyke Sixth Form College

Task 1: Textual Analysis

Using the skills, you have learnt from your lessons at Wyke Start, complete a full textual analysis of the Lucozade advert provided on page 2 in preparation to answer the essay question below.

Task 2: written essay applying theory

How does the Lucozade advert use media language to promote energy drinks? Construct a textual analysis applying PEE in your answer. [10]

Refer to colour, typography/text choice, use of Gareth Bale, graphics, the product, copy (what is the text says)

Try to refer to:

Barthes Semiotics (so you must use the terms: denotation/denotes and connotation/connotes)

Hall's Reception Theory (dominant reading, negotiated reading, oppositional reading)

(500 words minimum)

White Frame

Fact File
Name of Brand: Lucozade (Suntory – Japanese company)
Released: 2013
Name of Campaign: #I Believe
Ad Agency that made it: Grey London
Purpose: to sell, to make money/profit

Text/Typography/Statistics

Colour/Pattern

Gareth Bale

Copy/text/message/typography

Face/address

Background

Copy/text/message/ typography

Copy/text/message/typography

The Bottle/product

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