HOMEWORK

Ad. Analysis: 500-1,000_{wds}

Choose an advert that tells a story such as the *Sainsbury's Christmas Truce Advert* (2014). You'll find more to write about.

TASK: Choose an advert and carry out an in-depth analysis focussing on the **technical and cultural codes** used to create it.

Your answer should take the form of an essay, but you are advised to use screen grabs to illustrate the points you wish to make.

Make sure you include a link to the advert you choose.

Use the prompts (👈) to help you!

Categories
eg: Genre, purpose, tone, etc

Technical Code(s)
eg: camera, editing,etc

Cultural Code(s)
eg: characters, setting, colours,etc

Anchorage
eg: preferred reading, differential decoding, etc

Narrative
eg: Story vs plot

Representation
eg: people, places, ideas, themes, etc

Audience
eg: importance of audience, target audience, etc

Purpose
eg: profit, preferred reading, entertain, etc

Conventions
eg: Those things we expect to see

PS: Most, if not all the info you'll need to complete this is on the blog/in your handouts/in your jotters… and I'd be really happy to answer any questions you wish to post via the comments on the blog.