Preparing our Students for University and to be leaders in their community.
## Messages and Values

**Values and messages:** What the company stands for and wants the audience to know.

- **Nike:** Sport. The best athletes. Greatness. Winners.
- **Disney:** Fairy tale. Happy ever after. Love. Family. Friendship.

**Representation:** The way people in the advert are presented, sometimes stereotyped which **connotes** a meaning.

**Connotation:** A meaning which is suggested.
Around 10 years ago, the movie industry cottoned on to a handy commercial use for this massive, messy but powerful thing they called viral marketing. They realised that by harnessing the power of Google, the Blogosphere and, and Forums, anyone could successfully market a movie by spending next to nothing. Fake websites, videos, pictures, teasers of information let loose in webspace created instant chatter and pre-release buzz.

Join us then, as we look at the evolution of viral campaigns over the last decade - the successes, the failures and the 'What were they thinking!?’s We'll also flash a glimpse at campaigns set to ignite a geek near you sometime soon...

http://www.youtube.com/watch?v=8HUmrDa5PPE&safe=active

Creating a ‘Buzz’

Viral Marketing

Psychographic Appeal

Defining people by psychographic principles means to target people for personality and psychology over demographics.

Some people have a need for self-expression, are young at heart, and love to drive.

Aspiration:

The concept that a large amount of the brands target audience want to be like what is represented in the advert.

Inspiration:

Adverts that inspire you to make a change or a difference.

Motivation

Adverts that give you the push to do something.

Sympathy and Guilt:

Adverts that play on the emotions of its viewers
Advert Types

Endorsement
A product that somebody famous is working to promote.

Narrative
An advert that has a beginning, middle and end.

Problem Solving
Definition: An advert shows a product that makes your life easier or allows you to do something that without it you could not.

Demonstration
An advert that displays what the product actually does.
Fictional Moving Image

Guidance Questions:

1. What is the genre of
2. How are people represented in the film?
3. What is the narrative structure of the film and why is this appealing to the audience?
4. What are the key themes within the film?

PASS

Self Assess

I have explained the features of fictional moving images and given examples of where these features are.

I have explained how these features relate to the audience and purpose.

I have explained the features of fictional and factual moving images and given examples of where these features are.

5. I have explained the features of fictional and factual moving images and given examples of the film and how do you know this?
FACTUAL MOVING IMAGE

Guidance Questions:

1. Can you find an example of reconstruction used in Factual Moving Images? (Print screen or explain in your own words with website link available) Why is it used?

2. Can you find an example of bias in your factual moving image? What is biased about it? Why is it used? Is it obvious that the piece is biased?

3. Why do you think factual moving images use interviews?

4. Can you find an example of when hidden cameras are used? (reality T.V. etc) How does it make the viewer feel to see images this way? Why do you think factual images use this technique?

5. Are there any voiceovers? Why are these used? Does the programme go in a logical order? Why does it always return to the presenter in the studio?

Adverts and Promotional Videos

Guidance Questions:

1. What type of advert is this and how do you know?

2. What persuasive techniques are used and how are they effective?

3. What is the psychographic appeal of the advert and why is this important to promoting the advert?

4. What mode of address is used to talk to the audience? Why is this mode effective?

5. What type of information must adverts and promotional videos include?

6. How are people represented in the video and why does this appeal to the audience?

7. What do you think the messages and values of the product are?

8. How does the advert/ trailer create a buzz? Does it go viral?
Adverts and Promotional Videos

**TAGLINES** - Short sharp sentence about the product.

- **It’s finger lickin’ good!**

**SLOGAN** - A catchy phrase

**REPETITION** - Something said again and again.

**RHYTHUM** - Pattern of words.

**RULE OF THREE** - Makes you remember the product.

**i’m lovin’ it**

**TV quiz shows**

**Films**

**News slots**

**Adverts**

**Animations**

**TV programs**

**Documentaries**
PLATFORMS

WHERE CAN YOU SEE MOVING IMAGES?

THE PLATFORMS

INTERNET STREAMING

A PLATFORM IS HOW OR WHERE THE AUDIENCE WATCH MOVING IMAGES

COMMON FEATURES

INTERVIEWS: Speaking with an expert of the topic.

REPORTAGE: Talking about a topic or event.

RECONSTRUCTION: Video footage made to re-created of a past event.

VOICE OVER: Someone telling the audience what is happening.

HIDDEN CAMERAS: Watching over something happening secretly.
Three Types of Moving Image

**FACTUAL MOVING IMAGE**

**PURPOSE:** To give the audience information and teach them something about real life.

**DIRECT MODE OF ADDRESS:** Speaking directly to the audience: ‘Where were you at this time?’

**BIAS OPINION:** Only thinking about one side of an argument.

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**Fictional:** To entertain the audience.

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**Advertising:** To promote products and persuade the audience.

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**Factual:** To give information and educate the audience.
Genre in Fictional Moving Image

Genre is a way of grouping films together based on the things it has in common.

- Horror
- Romance
- Comedy
- Science-fiction
- Action and Adventure

**Genre** helps the producer to know what needs to be in the film to please the audience.

By knowing the **genre** of a film, you know what elements will be in the film.

In Science Fiction films, there will be spaceships and new technology.

In Romantic films, there will be relationships.

**Themes** run throughout films. For example, in ‘Pirates of the Caribbean’

**GOOD Vs EVIL**

- Hero’s are represented as:
  - Young, strong, good looking, trustworthy, quick thinking, loyal.
- Villain’s are represented as:
  - Older, weaker and need more weapons, not as good looking, greedy, selfish, disloyal.

**LOVE**

Love is another theme that runs throughout the film.

What generic features are there in the film you watched?
**REPRESENTATION**

This is the way people; events and ideas are presented and shown to the audience.

**Stereotypes**

Making judgments about groups of people without knowing them.

For example, London teenagers in ‘Attack the Block’ are represented as violent, intimidating, and stupid.

However, this is a stereotype as not all teenagers are the same.

**CODES AND CONVENTIONS**

Codes and conventions are typical elements that you will expect to see repeated in films of the same genre.

For example, in Action and adventure movies like: ‘Pirates of the Caribbean’ there will be:

**A TITLE THAT REFLECTS ACTION AND ADVENTURE**

- SWORD FIGHTS
- STUNTS
- GUNS
- EXPLOSIONS
- BOAT CHASES
- STRONG HERO
- ATTRACTIVE FEMALE
- EVIL VILLAIN
- COMEDY MOMENTS
- GOOD Vs EVIL THEME
FAMOUS STARS

Todorov’s Narrative Theory

1) Film starts and everything is normal and calm, this is the:

2) Then something happens to disrupt the situation, this is the:

3) Finally the action is restored back to normal, this is the:

‘The audience likes to see something exciting happen... but then they want to see a happy and peaceful ending.’

FAMOUS STARS

WHY USE THEM IN FILMS?

ATTRACTIVE    WELL KNOWN    LIKEABLE STARS

Jonny Depp    Kiera Knightly    Orlando Bloom