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Media Studies

Learning Checklist

Tide

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| Media Language |
| How media language communicates meaning in the Tide advertisement.  |  |  |  |
| The codes and conventions of print advertisements.  |  |  |  |
| The process through which meaning in advertising is established through intertextuality.  |  |  |  |
| How audiences may respond to and interpret the media language in advertising.  |  |  |  |
| How media language can incorporate viewpoints and ideologies.  |  |  |  |
| Media Representation |
| The way various social groups are represented in the Tide advert.  |  |  |  |
| How social, cultural, and historical context influences the representations in Tide.  |  |  |  |
| The ways stereotyping is used in the advert.  |  |  |  |
| How the representations in Tide convey values, attitudes and beliefs and potentially invoke discourses and ideologies. |  |  |  |
| How audiences of Tide may interpret the representations and how are they positioned by these representations. |  |  |  |
| Media Audiences |
| How the advertising industry groups and categorises audiences.  |  |  |  |
| How advertisements target, attract, reach, address and potentially construct it audiences. |  |  |  |
| The way audiences of Tide are positioned by the meaning in the text. |  |  |  |
| How different audiences interpret Tide in different ways and why. |  |  |  |
| How the context of Tide will impact the audiences’ interpretation of the text.  |  |  |  |