Candidate A evidence – Film Posters Analysis

The two posters differ in their layout. The Black Panther poster has an extreme long shot with many different characters in a pyramid shape; the person at the top is the biggest therefore the assumption can be made that they are the titular character. This is further evident from his black costume. Usually black is used to symbolise evil villains however in this movie the hero wears black. This is breaking the stereotype and turning the colour black into something more powerful which symbolises strength. The movie also breaks the traditional superhero as the main character is black, as well as the majority of the other characters. This helps to draw in an audience of black people as they will feel more represented.

The 'Thor' poster is different; it has one main character in the centre of the poster and above that there are four large faces. The first is a woman who is looking into the camera. She has a soft look and therefore it is suggested that she is the main character love interest. Beside her is a man who has a mischievous look and bright green eyes. There is something supernatural about his eyes; they are scarily luminous. This tells us that he is a villain and the green in his eyes suggests that there is some kind of jealousy towards the main character. This also suggests that that these characters are binary opposites with the centred character representing good and the green-eyed character representing evil.

At the end of the four people, there is a man with orange eyes. He looks very serious however the warmth of his eyes suggest that he is on the hero's side. This man is also black however he is represented in a different way to the characters in the 'Black Panther' poster. In the 'Black Panther' not only are the main characters black, but all the characters are black. This differs from the 'Thor' poster where there is only one black character and they are being represented as the secondary character rather than the main character. This is a typical representation as black people are often used only as secondary characters and not as the main protagonist. This is also stereotypical of the superhero genre where the main hero is often white- there has basically never been a black superhero until 'Black Panther'. This shows how 'Black Panther' is able to challenge and change these stereotypes by not only making the hero black, but making most of the cast black. This could also attract people due to it being a massive step forward for minority in film and a refreshing take on superhero's as many of the hero's we are shown are meant to represent this view of a perfect American role model, usually white. This is a different kind of role model; a positive role model and representation for black people. The posters are the same in the sense that they both represent the protagonist as powerful and heroic, however they are representing two different kinds of people.

However, both posters are stereotypical in the sense that they are representing males as the hero as males are often seen as stronger than women. Women are hardly ever represented as the main superheroes in a movie. Women are represented in the posters though; in the 'Black Panther' poster there are a few women who look very powerful as they are holding weapons and they look just as heroic as the protagonist. This is a more positive representation of women that in the 'Thor' poster where it seems that the woman is simply there to be some sort of conflict or love interest for the character; she is represented more as the damsel in distress rather than a fighter.

Candidate B evidence – Film Posters Analysis

Language -

The "Thor" movie poster incorporates mise-en-scene effectively through the use of having the protagonist don armour and wield his hammer. This is effective as the main protagonist is a super hero, and super heroes stereotypically have their own special armour as well as their identifying weapons. The red cape that he's wearing also gives the audience a sense of how the protagonist is a super hero and gives the protagonist a sense of regality, as super heroes stereotypically wear red capes e.g. superman, and also suggests that this character is part of a royal family. Having these examples of mise-en-scene would attract audiences which enjoy super hero movies as well as action films, thus generating a profit for the movie makers.

Representation -

This media texts uses representation effectively. One example of this is the way the protagonist is positioned on the poster in relation to the rest of the characters. This represents the character as the hero. The protagonist is positioned slap bang in the middle of the poster holding quite a powerful kneeling pose, and his whole body is shown. By comparison, the other characters are placed in the background and only their faces are shown. This placement clearly tells the audience that this movie is a going to explore a plot line revolving around the kneeling hero in the foreground, and would therefore attract action or superhero movie fans to go see the films.

Categories -

In the "Black Panther" poster, several categories can be observed. One of these would be the action genre category. This is highlighted through several characters holding weapons which is an action genre convention. Having weapons in the poster emphasises that this movie will be action based, and will therefore draw in an audience that enjoys action genres. Another category we see exemplified in the poster is an Afro-futurism genre. This is highlighted through the architecture of the buildings shown, the blue glowing weapons that Shuri is holding, and the traditional garments being worm by the black characters. Having these conventions of an Afro-futuristic genre would serve the purpose of attracting fans of the genre, generating more profit for the movie makers.

Narrative -

The poster in Black Panther uses narrative effectively in order to draw in an audience. One example of this is how the main character is the most prominent figure in the poster, and is delineated by the leading line designs to the right and left of him as well as the circle around his head, reminiscent of a halo. This informs the audience that this is the most important character and having the audience know that the movie's plot will centre around this character, as well as the leading lines showing who the most important characters are (as the eyes are led down, the importance diminishes).

Institutions -

One thing both posters have in common is that they feature the Marvel Studios logo. This institution would have a large influence on the film because of the universe Marvel Studios have been creating. By having the logo displayed, audiences would understand that these movies are continuations of a cinematic universe and fans of the marvel universe would flock to go see these films, therefore generating a profit for the movies.
Society -

One way in which society is integrated into the Black Panther poster is how there is a strong black man at the forefront commanding the audience's attention. In our western society, and throughout history, black people have been subjected to horrible treatment and discrimination. Having a black man, the character of T'Challa (played by Chadwick Boseman) being characterised as a superhero, as well as powerful, would draw in a black audience as they don't get the representation they deserve. The decision to feature the rest of the black cast in the poster would also serve this purpose, with black women being portrayed with weapons making them stereotypical badasses. Having this greater audience be attracted to the film would increase the movie's profit.

Candidate C evidence – Film Posters Analysis

Section 2

3) In the film posters for Marvels "Thor" and "Black Panther" relevant key aspects of media are used, in both similar and different ways.

Narrative

One key aspect featured in the "Black Panther" poster is narrative, particularly, Propps Structure. Propp's narrative structure says all characters perform 7 character roles, like in fairytales – hero, villain, princess/princesses father. T'Challa/Black Panther is represented in the role of 'Hero', this is the character who saves humanity and opposes evil. This is clear due to his position in the poster, he is the largest in frame and looms over the others like he is watching over them, and keeping them safe from evil, like the hero should. Eric/ 'Warmonger' is represented in the role of villain, who opposes the hero, as he doesn't look out at the viewer like the others, particularly the Black Panther, he looks to the side like he doesn't care and isn't honest – he opposes T'Challa, as he has a contrasting point of view, making him the villain. Propp is used to entice audiences, as they will see they already have a basic understanding of the plot and characters from the posters, so will go see the film, generating a profit. However, in "Thor's" poster, narrative is used very differently – they don't use Propp. Instead they create enigmas, in the hope of making the audience watch it in the hope of finding out the plot. One enigma created is who are the four people looming above, and what is the relevance and significance to the lead character, Thor? This question/enigma is posed as only their faces are visible, leaving them very mysterious to audiences. The texts differ in how much of the narrative they expose in the posters. The fact that the Thor poster doesn't give away much of the narrative may be because he is a more familiar character, while the poster for Black Panther gives more information about the characters because they will be more unfamiliar to the audience.

Representation

Another key aspect featured in the "Blank Panther" poster is representation. In the poster, 'Shuri' is represented as a female scientist/engineer – this is clear as she holds metal fists with tazers, when none of the other characters have this type of weapon. This is used to suggest she made it, and is an engineer – this will appeal to women who wish to see themselves represented in fields like S.T.E.M. and it is particularly rare to see women represented in films of the sci-fi and action genre and Shuri appears to fulfill this role. Also, in the poster, the 'General' is represented as a strong female character as she looks straight at the camera in a fierce manner, and holds a spear - this would appeal to women particularly female Marvel fans, as it is often rare to see strong women in superhero films. They will appreciate this diverse representation, and will therefore go to the cinema to see her, generating a profit. In "Thor's" poster, there is only one clear representation – Thor is represented as a Hero. This is clear as he poses as though he is about to rise and fight, which is typically seen as heroic. Also, he wears armor – this is a typical hero or knight outfit. Furthermore, he holds a hammer, like he is going to fight or save the people looming above him. This heroic representation is very basic and should appeal to all types of audience, generating a large profit, as a hero is necessary in any story – Thor fits the basic

representation of a hero. The representations in "Black Panther" are used to appeal to more specific audiences, while "Thor" is very general.

Society

'Black Panther' features the clear influence of society. The fact that the film was made in the 21st century is very prominent, due to the cast being made up predominantly of black actors from all different countries – even in the 2000's and before, cinema had been very white and rarely told the stories of non-white people. As the Black Panther is a black superhero, and the lead in his own film, the film has clearly been influenced by the era. This is clear as on the poster, there are mainly justa black actors and T'Challa is the biggest, suggesting the story is about him. This would not have been possible in other, more racist societies and eras. Thor has been made for the late 2000's when society that was likely less diverse – for this reason the cast isn't very diverse, and doesn't feature many women. This is clear as three white men are the main characters, as they're the biggest and appear in the centre; Thor, Odin, Loki. However, at the posters edge is Thor's girlfriend and the only black actor in the film (seemingly added to make it look more diverse, suggesting unimportance). This poster shows the prejudice of the era, while Black Panther shows how society has developed.

Candidate D evidence – Adverts Analysis

The two adverts are both quite similar as they are both trying to achieve the same thing. The poster for 'Davidoff Adventure' is set somewhere wild and natural which looks peaceful but also adventurous. This has been used to make the target audience want to buy the product as it suggests that if they use this product then they will feel peaceful and free; as if they are out in the wilderness. The target audience for the poster is evidently men which is clear from the typically male colour scheme and the symbols of masculinity used in the poster. This is also the target audience for the 'Levi's' poster which has the same things to attract the audience and make them want to buy the product. For example, the poster for 'Levi's' is set on an open dirt road with blue skies. Although the 'Davidoff' poster is slightly different to this as there is a lot of greenery and trees featured in that poster, it still shares the same ideas; a peaceful isolated place where you are able to be free.

Both posters use clear symbols of stereotypical masculinity to try and make their target audience buy the product. For example, the 'Davidoff' poster features imagery of a motorbike in the background of the advert. This suggests that if you buy and use this product then you will be seen as cooler as motorbikes are associated with masculinity and danger. The 'Levi's' poster has a sporty car driving quite fast pictured in the foreground of the advert. This once again suggests that if you wear these jeans then you will appear more dangerous and cooler.

Ewan McGregor also helps to appeal to a different audience that the poster is trying to attract; women who may buy this as a gift for a man in their life. Although Ewan McGregor is often seen as quite masculine, his clothes are stereotypically more feminine and suggest vulnerability. For example, McGregor is wearing a light-coloured scarf. Scarfs are typically seen as a more feminine item of clothing therefore it is telling us that McGregor is showing a more vulnerable and softer side of himself. This helps to attract women to buy the product as it shows them that the product is not all about masculinity and it may help whoever they are buying it for to show more emotion and open up more; something that is not seen as very masculine and therefore many men do not want to show that side of themselves, however this advert is encouraging them to.

This is where the 'Levi's' poster differs from the 'Davidoff' one; it doesn't feature a celebrity and the people it does feature are slightly out of focus and are acting completely differently to Ewan McGregor. In the advert, there is a car full of people however the person that is most notable is the one that is sticking out from the car. This man is doing what is classically seen as being free and wild on the open road. The image of the wind blowing through his hair and the smiling expression on his face suggests that he is having fun. This is very different to Ewan McGregor who seems to be lying at peace. The image of the man with the wind blowing through their hair makes the target audience want to buy the product as it suggests they will have fun and be freer if they wear these jeans.

Candidate E evidence – Adverts Analysis

SPECIMEN PAPER – ADVERT – PART C

A main similarity between the two adverts is they both use male models to advertise their product. The advert for Levi's uses a man, with dark hair, a blue shirt on and standing up in a moving car. This will effectively appeal to the target audience as it paints the man as a strong and free person which will appeal to the target audience (men 20-40 of A/B/C1 class) as the product is called 'Levi's Roadwear' and the image depicts that. This will also attract the audience and persuade them to go buy this product as they will think that they could be like the man in the image if they buy and use this product.

This is similar to the advert for 'Adventure' because it uses another strong male model to promote this product. This becomes different though as the man on the advert is 'Ewan McGregor' which make this a USP. This is effective on this advert as it will make them want to buy the product because they want to be more like him. The styling of the men are also very different which will mean they have two different target audiences. Ewan McGregor is in more formal clothes coloured in greys and whites which will appeal to a more formal, and probably older target audience of men whereas the Levi's Roadwear model is in a more casual, blue coloured outfit which will effectively appeal to a more casual, probably young type of man. These are both effective as they draw the audiences eye to the main image.

Another way the two adverts are similar is the setting. Both are set in very remote outdoor areas which have connotations of adventure, excitement, fun etc. which will help attract an audience who feels like buying this product will give them this. These backgrounds also set up a sense of a certain lifestyle which will appeal to many people. These two backgrounds create a sense of a fun, spontaneous lifestyle which people will buy into.

However, the background in the Levi's advert is slightly different from the one in Adventure. The Levi's background is of an empty desert which is slightly blurred to show the car is moving fast. This creates a sense of a fun, non-stop, 'life in the fast lane' type of life which again ties into the name of 'Roadwear'. This will appeal to younger men who could see themselves living this lifestyle, again appealing to their esteem and putting across the main target audience.

On the 'Adventure' advert, the background is of calm mountains and the man sitting calmly on a grassy area. This represents a calmer, more relaxed way of life which will appeal and be effective to a slightly older audience who want the calmer, free lifestyle. Using the backgrounds on both adverts are very effective because even though they don't describe the product or give really any details of the product it sets up a lifestyle and a way of life which people will buy into when looking for the right product to buy.

Another difference between the two is that the adventure advert has a graphic of the cologne bottle. This is effective as it informs the audience about what the product looks like and means they will remember what it is. The positioning of it is also key as it is at a place where the stand at silver and bold orange bottle is easily seen and catches the eye of whoever is looking at the advert but it doesn't take away from the USP of Ewan McGreggor being on the poster. The bottle is a lot bigger than it will be in real life and is sized to be nearly the same

size as the image of Ewan McGreggor. This tells us that they are both of the same importance and both of them should be noted.

Candidate F evidence – Adverts Analysis

Language -
One advertisement that displays effective use of language is Levi's "Roadwear" advert. By having the model adopt an open pose with arms spread out, the advert is using body language to imply that by buying their product, you'll experience more freedom and be happier. This is because open armed poses are usually associated with being care-free, youthful, and energetic. Having the advert have a positive vibe could influence its audiences to buy Levi's products, therefore generating a profit for the company.

Representation -
One advertisement which incorporates representation effectively is Levi's advert. The situation which the audience sees is of a group of friends driving through the desert having fun. This is trying to represent the type of people that buy Levi's clothes, and how much better their lives are compared to the stagnancy of people who don't buy Levi's clothes. This implication could convince audiences to go buy Levi's instead of other brands because Levi's is a more carefree and hip brand. Creating this sentiment within audiences would mean a growth in profits for the company.

Categories -
Both adverts share the purpose of informing an audience of a product. This is highlighted through the use of branding in the adverts, as they both feature the names and logos of the brands they're representing. Having the brand there would make sure customers knew who they should buy from, and who's offering the products displayed. By having this information in the adverts, both companies ascertain customer reach and would therefore increase the chance of more people buying from them.

Narrative -
One advert which exemplifies effective use of narrative is the Davidoff Adventure ad. Having the ad feature Ewan McGregor with his motorbike is effective because of it references Ewan's TV series about his motorbike trip with his friend. By positioning him next to the semantic code of the motorbike implies that by buying the Davidoff product, consumers would also experience the same lifestyle as Ewan McGregor and his experience of freedom through traveling. This appeal could convince consumers to buy this product, therefore making the company a profit.

Society -
One of the ways in which society has had an influence in these adverts is that they both take advantage of the binary gender system which has dominated modern western society for so long. By targeting men as their primary audience and using stereotypes of masculinity to reach this goal (such as featuring Ewan McGregor, a stereotypically good-looking man, as well as playing on the stereotype of men being carefree through the motorbike, and the model's pose and setting in the Levi's advert), they are appealing to a wide market of men who identify with these stereotypes. By using male models, they are able to more effectively target a male audience due to men understanding that the product is meant for them. By targeting a male audience, the companies would assure that that specific audience would want to buy their products, therefore making a profit for the companies.

Candidate G evidence – Magazine Covers Analysis

Section 2 – Pair B – Analysis of Magazine Covers

Both covers use bold sans serif writing for their masthead. The Good Food (GF) magazine is all in lower case and in a bronze coloured font – this sophisticated colour has connotations of a high quality magazine, and the fact that the word 'good' is in bold draws attention to this word and anchors the idea of quality. This subtle yet classy looking font will appeal to the more sophisticated buyer and make them want to buy the magazine. On the other hand, the red and white colour in the Healthy Diet (HD) masthead seems cheaper, almost like a tabloid newspaper. This suggests that perhaps this magazine won't be as high quality as the Good Food one. The contrasting red and green colours also make the audience think of healthy food like the tomato and basil on the pizza. This magazine cover is more eye-catching than the other, and will therefore appeal to the target audience of people who want to buy a cheaper magazine about healthy food.

Both magazines use a cropped graphic of a plate of food, and each has the shadow drop technique which makes the food look 3D. GF features steak pie with chips which seems like British pub food which appeals to an audience of British people who like comfort food. The image really stands out and shows that food is the focal point of this advert. At first this doesn't seem to fit with the idea of high quality suggested by the title and the bronze colour scheme, but the image is connected to a caption that says 'luxe for less' so it suggests that this issue will be focussing on fancy, high quality ingredients in tasty recipes, but on a budget. The image in the Healthy Diet magazine is of pizza which at first seems strange because pizza is unhealthy but this image is also connected to a caption that says the pizza is 'low cal' and 'vitamin rich'. This is a good idea because it will appeal to their audience of people on a diet who want new recipes to try and want pizza but don't think they're allowed. Therefore both adverts have accentuated their main image well with the size of the picture, the shadow drop technique and the captions – both will increase their sales because of these images of the tempting looking food.

HD uses a smaller image of a well-known celebrity Davina McCall. It puts her name next to her in bold white writing so it anchors the idea of who she is, in case any audience member couldn't identify her with a picture. It also uses the pull quote technique in the phrase 'My healthy eating and fitness secrets revealed.' This is a good technique to use as it establishes a direct mode of address, like she's talking directly to the audience member. She is a good celeb to use as she is known for being a fitness guru and she releases lots of fitness DVDs. Therefore she is someone who the target audience of people wanting to be healthy will associate with this field. Using an image of McCall who is known for promoting a healthy lifestyle, along with the pull quote, is another effective way that the HD magazine persuades audiences to buy their magazine to be more like McCall and therefore the magazine will get more profit.

On the other hand, the GF mag doesn't use an image of a famous chef, or any pull quote; it simply uses the names of professional chefs in the banner at the bottom like Tom Kerridge or Diana Henry. This suggests that the famous chefs they name are not quite as strong as USPs as McCall is for the HD magazine. However, naming them in the first place does suggest their status as high quality chefs, even if their images may not be familiar to the audience, their names should be. This adds to their overall message that this a high quality

magazine as it makes the reader aware that they will be able to access recipes from these popular and well known chefs. Therefore it's a good way to target their audience of people who enjoy high quality food and have an interest in learning new luxury recipes for themselves at home. Therefore both mags are effective in using popular people in their chosen field as a way to attract their target audience.

Candidate H evidence – Magazine Covers Analysis

3. Analysis of Media Texts – Magazine Covers

Both covers have used Sans Serif fonts. The Good Food magazine cover has used "boost your mood in the day" and some other phrases in the Sans Serif font whereas the other cover has almost all of their text in Sans Serif font. This font appeals to younger readers so suggests the Healthy Diet cover is aimed at a younger audience. However, the title for Good Food is in a Serif font which means that the target audience for this magazine is mostly older people as this font is more old-fashioned and formal, compared to the Healthy Diet magazine where the title is in Sans Serif font which appeals more to the younger target audience. The title is what the audience are going to see first which means that the Healthy Diet cover will be appealing to the younger target audience compared to the Good Food magazine where that will be appealing to the older audience.

A similarity is that they both advertise a competition with the word WIN in a puff at the top right corner. Both mention money: Good Food has put £500 of Tesco vouchers whereas Healthy Diet advertises a vague set of competitions to win prizes of over £5900. Both of these are effective as they tempt the reader to buy each magazine to find out how they could win – they provide an incentive to buy that magazine. The Healthy Diet magazine creates more of an enigma code around their competitions – persuading readers to buy as they will want to find out what they can do or what exactly these prizes will be, plus that amount of money is greater so it is going to be more of a pull to readers who are interested in winning competitions, so it will sell more magazines.

The Healthy Diet magazine cover has a picture of Davina McCall, beside it has a caption with her name. The caption has a drop shadow which makes her name stand out as a drop shadow gives layers to the magazine and makes this look like it's right at the front. This will grab everyone's attention which means that more people will pick up this magazine as there is a famous celebrity on it and they will want to know how to look like her as it has a quote saying: "My healthy-eating and fitness secrets, revealed". This means that more people will pick this magazine up compared to the Good Food magazine where there is no mention of any famous celebrity on it, so people will find this one boring as there are no celebrities in this magazine.

The text wrap on the Good Food magazine cover is nice and neat as it is wrapped around the picture of the pie and chips. This means that the Good Food magazine cover is much easier to read as it is neatly laid out and there is nothing in the way so that people can get distracted from reading it compared to the Healthy Diet magazine where there is bits of text placed all around the page, on top of the picture and in different positions on the page. This means that it is harder for people to read the information, so people will go with the Good Food magazine as it has a far simpler layout and is easier to read.

The Good Food magazine cover has boring and very monotone colours however the Healthy Diet magazine cover has bright colours like yellow, green and red which contrast with each other and make the audience think of healthy food as the colours are like the basil and

tomatoes they use on the pizza. The Good Food cover has less colour in it which makes it very basic and "bland" and is not eye-catching compared to the Healthy Diet cover. This means that the audience will look at the Healthy Diet cover as it will be more interesting and more appealing to the eye due to its bright and contrasting colours which makes it look more fun too.