

Candidate 4 evidence

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	The role of media is difficult to define, it is far reaching. It has often influences attitudes and/or behaviours however, sometimes result results in unintended consequences.	

United Colours of Benetton released a ~~pin~~ print advert with the intention to influence attitudes. 'Hearts' is considered United ~~font~~ Colours of Benetton's most effective and memorable advert. It shows three similar looking hearts, side by side. The first has been labeled 'black', the second has been labelled 'white' and ~~the~~ third 'yellow'. The white background and the simple layout of the ad suggest that ~~it's~~ its message is a simplistic one: that all races are equal. The aim of this advert was to influence attitudes that no matter what colour a person is, we are all the same on the inside (~~racist~~ racial equality). However, this advert

~~has~~ left many people upset, claiming that United Colours of Beretton themselves are being racist by labelling 'yellow' as a race. The institution unintentionally sent out this racist message while attempting to influence the attitudes of people that all races are equal.

United Colours of Beretton also released the print advertisement 'Ebony and Ivory' also with ~~in~~ the intention of sending out a pro-social message. The advert shows ~~a~~ two young girls with their arms around one another, on the left is a white girl ~~at~~ with blonde curly hair, blue eyes, pale skin, ~~and~~ rosey cheeks and is seen to be smiling. This child is represented

angelically and has even had comparisons made to Raphael's cherubs. On the right is a young black girl, she is not seen to be smiling and her hair has ~~been~~ been styled to replicate horns, perhaps devil horns. Through cultural and technical codes an ~~imbalance~~ imbalance has been created, the white girl is represented as an angel and the black is represented as demonic, almost satanic. Though United Colours of Benetton attempted to send a racial equality message, this message was received as the opposite, this advert creates the idea that United Colours of Benetton support racism, this is an example of an unintended consequence made by an institution.

Barbie released an advert called 'Imagine the Possibilities' as a way of fighting back against ~~their~~ the negative image the brand made for itself due to their depiction of beauty shown by their dolls. The advert showed young girls from different ethnicities in different careers suggesting that young girls should be ~~ambitious~~ ambitious ~~as~~ and reach for their dreams.

The aim of the advert was to influence attitudes that girls should be ambitious. However, the advert ~~alienates~~ alienates a large audience group, males. By only including young girls Barbie is blocking out males and ~~disti~~ distancing the brand from these potential buyers. Also by doing this Barbie is sending an anti-....

social message that their dolls are only for girls, this message is potentially damaging to young boys who may play with Barbies as it restricts what they are 'allowed' to play with and also restricts them from 'imagining the possibilities'.

In 2014 Jaguar released the advert 'It's Good to be Bad' to influence behaviour of people buying a car from Jaguar. The advert shows a few stars, including the likes of Tom Hiddleston, talking the audience through what it takes to be a successful villain. It shows these stars revving a Jaguar car in an underground tunnel. The use of stars, themes of exciting villainy

and sleek vehicles are all used to persuade audiences to buy a Jaguar. However, the advert features shots of reckless driving which has resulted in the advertisement being criticised, as well as the depiction of 'bad' being 'good' and the justifiable representation of ~~villains~~ villainary have all resulted in the advert being banned.

United Colours of Benetton released the print advertisement 'Sentenced To Death', the advert was published to influence people's attitudes about the death penalty. The ad shows four ~~men~~ looking ~~to~~ convicted men looking into the camera with text underneath them

saying 'Sentenced to Death'. By having the men staring into the camera attempts the audience to establish some sort of relationship with the men leading ~~to~~ to the ~~end~~ audience feel sympathy towards the men. ~~TV~~ An ~~in~~ unintended consequence of this advert is that ~~the~~ United Colours of Benetton, an up-market fashion brand, has used convicted criminals to advertise them, which brings down the company's name and ethics.

In conclusion, ~~many~~ media content often influences attitudes and behaviours but more times than not this comes with unintended consequences. Such as United Colours of Benetton's ad

	<p>'Ebony and Ivory' was intended to send a pro-social message of racial equality. However, instead it sent a very fast racist message which resulted in an anti-social message.</p>	
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