

# Candidate 1 evidence

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	<p>Dove, a multinational skin care and cosmetics brand launched their real beauty campaign 2004 which consisted of a range of advertisements and promotional offers which changed traditional beauty standards and promoted <del>skin</del> body confidence. Obviously as a Unilever owned company one of Dove's main aims is to promote their products and maximise their profits however Dove also say <sup>as they are a caring brand</sup> they want to fulfill public service. In this essay I will determine whether Dove do in fact have high moral and ethical objectives or if <del>their</del> their true intentions of high profits and promotion will shine through.</p> <p>One example of Dove trying to promote their products but also fulfill a public service was their 2020 'courage is beautiful' <del>campaign</del> advertisement. The advert included a montage of close up pictures of worn expressions on key workers faces after long shifts. The lighting and framing in the advert are used to emphasise the extreme damage caused due to the workers wearing masks for so long. The advert concludes</p>

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	<p>with a close up of one workers face with the dove logo and a statement saying they are donating to healthcare workers. while Dove insist they are donating to an importance cause and are raising awareness for the healthworkers, of which they are, some viewers say otherwise by posting on twitter "virtue signalling at it's worst" and "how are you helping exactly? how much are you donating" Dove have taken the situation of the pandemic and used it to their advantage by promoting themselves in a way they knew would get them sales - self love Dove started posting and giving products to healthcare workers of their moisturisers and face creams and suggested they were the solution to this problem. A final point they made was 'see what else we are doing to help' and linking in their website portraying them as the true heroes of the pandemic and everybody's saviour. This is completely wrong and conveys the intentions behind Dove's whole helping act. <sup>in my opinion</sup> They are taking the misfortune of others and spinning it to profit themselves. Although Dove did show us how <del>they</del> the workers</p>	

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are suffering and provided them with supplies for their skin, overall, their attempt at fulfilling a public service has been pushed aside as their purpose for profits and self promotion is much stronger.

Another example of Dove attempting to fulfil a public service but also promoting their <sup>products</sup> ~~profits~~ was the Dove body wash bottles. Dove brought out a line of body wash bottles which came in different shapes and sizes to portray their women audiences bodies\*. They had good intentions of trying to create a diverse line but instead infuriated customers with them making comments saying "went from promoting self confidence to self consciousness" as this line was suppose to be diverse, Dove sparked a disagreement over how diverse it was suppose to be as all their bottles were still white therefore those in other ethnicities and races do not see the diversity which was promised. In my opinion Dove knew the intention and idea of a diverse line would spark publicity and therefore wanting to increase

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<p>their profits. If diversity is that important to the Dove brand as they say it is, why was the line only limited edition? Overall, this was another attempt that Dove made to fulfil a public service which failed and the true intentions of profit and promotion were noticed.</p>	
<p>* Dove placed these bottles in the centre of the camera shot so they were eye-catching to the consumer.</p>	
<p>A final <del>is</del> example of <sup>the company</sup> <del>the</del> both fulfilling a public service and promoting their products is the Lynx advert "the cleaner you are, the dirtier to get" which is also owned by Unilever. In the Lynx advert there is a girl standing in a shower dressed in a bikini alongside the words "the cleaner you are, the dirtier you get" This is clearly an attempt to please Lynx's male audience. <del>an</del> The whole concept of the advert contrasts with Dove's campaign as the women they sexualise and dehumanise are the same ones Dove are 'trying' to encourage self love to and are</p>	

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overall  
resulting in unilever looking like a hypocritical  
company who only care about maximising their  
profits and promoting their brand.

In conclusion, Dove's defence of attempting  
to fulfil a public service is a ruse for their  
true intention of publicity. Dove's attempts  
are always poorly thought out and almost  
~~are~~ always backfire. Their 'courage is  
beautiful' advert was just an attempt to  
portray themselves as heroes, the body wash  
bottles creating controversy over if it was  
genuine or not and the Lint or 'cleaner you  
are, the dirtier you get' completely undermines  
Dove's whole campaign and ultimately shows  
unilever as their profit grabbing and selfish  
selfs.

## Candidate 2 evidence

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	<p>In the Toyota 2021 Superbowl advert the one obvious purpose is <del>profit</del> public service. In the advert we can see a paralympic swimmer and their challenge that they faced. This shows the audience that this woman <del>is</del> didn't let her disability define her. The advert was used to bring awareness to disabilities and show everyone that having a disability <del>does</del> doesn't limit your chances of success. <del>xxxxxxxx</del></p>
	<p>In the T-mobile 2021 Superbowl advert <del>to</del> the one obvious purpose is profit. We can see this as they have three major celebrities as the stars of the adverts. However during the advert Adam Laviene plays match maker and sets up Blake sheldon and who his wife is in real life this is done as a joke as it is due to bad service Adam Laviene can't hear properly so sets up the woman with someone</p>

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	<p>who doesn't fit the description she gave however this idea backfires as it is her husband in real life. Which makes the audience believe that bad service gets you a good <del>relationship</del> relationship so why <del>buy</del> buy T-mobiles product. This shows that they attempted to use the advert for profit but it <del>wasn't</del> wasn't executed correctly therefore probably didn't have the affect they were wanting.</p>	
	<p>In the Cheetos 2021 Superbowl advert the one obvious purpose is profit. We can see this through the use of the hit song by Shaggy "wasn't me" this is used throughout the advert this was used as it is a catchy song that everyone knows meaning that the song will get stuck in the audiences heads for hours after watching the advert giving a constant</p>	

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<p>reminder of the product. This will make more people want to buy the product which will increase sales <del>which</del> &amp; which will then increase profit.</p>	
<p>In the 2021 Uber Eats Super bowl advert there <del>are many</del> are several <del>for</del> purposes there is profit and promotion. Profit is one of the purposes and we can see this right from the beginning where we can see an uber eats bag <del>hanging</del> hanging round the camera this is only one of <del>many</del> many product placement moments. This is done so that you are subconsciously always seeing the product which will make it more likely to stick in your head. The purpose of profit can also be seen through the use of celebrity cameos. Waynes World are the stars of the advert</p>	



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	<p>which will make the advert more appealing to the older generation as they were popular in the 80's this means that the advert will have a feeling of nostalgia. There is also an appearance from Cardi B <del>who</del> which makes the advert appealing to young adults as Cardi B is popular for young adults to like. By having these celebrities it is obvious that this advert has a purpose of profit as they are doing everything they can to appeal to everyone and get more people to buy their product. We can also see that this advert has a purpose of promotion as they are using the slogan "eat local" this is promote buying from local restaurants and keeping them in business as if people begin to stop buying from them it will force them to shut</p>	

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	down.	
	In 'Blackfish' we can see that the	
	obvious focus is promotion. During	
	'Blackfish' we are shown interviews	
	with former sea world trainers	
	and we are told their stories	
	by telling us there stories it	
	is used as a form of promotion	
	against sea <del>world</del> world that	
	by seeing how badly to Orcas	
	and the trainers were treated	
	it would hopefully turn people	
	away from going to these	
	places. During 'Blackfish' we are	
	also told the story of Tilikum	
	the orca and the horrible	
	conditions that he was forced	
	to endure this was also	
	a promotion tactic to get	
	people to stop going to	
	sea world.	

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	In conclusion most content has	
	one obvious purpose and that	
	purpose is profit. We can see this	
	as in 4 out of 5 <del>media content</del>	
	examples of media content I have	
	given they have only had one	
	obvious purpose. In 2 out of 4	
	that only have one obvious	
	purpose that obvious purpose is	
	profit and in the example	
	of media content. I have	
	given that has several purposes	
	one of these purposes was profit	
	thus showing <del>profit</del> media content	
	is usually made for the	
	purpose of profit.	

## Candidate 3 evidence

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	<p>many music videos are made for the purpose of promotion, profit, or public service &amp; some may have all three as their main purpose. The music videos I have studied are, formation, <del>the love</del> <del>the love</del> by beyoncé, Hit me baby one more time by Britney Spears, &amp; We found love in a hopeless place by Rihanna.* All of these music videos have the purpose of promotion &amp; profit for their music, but some actually act as a public service too. <span style="font-size: 2em;">↑</span></p> <p>*pretty hurt by beyoncé</p>	
	<p>Firstly formation by beyoncé, has won awards for its portrayal <del>of</del> of black culture &amp; standing up for black lives matter. The music video <del>shows</del> shows the lack of help from the police in the new Orleans floods &amp; how so many people lives were effected, as well as black culture &amp; history. The video incorporates a black boy standing in front of many armed officers to display the black lives matter movement &amp; an unfair justice system which is racist especially towards young black men &amp; children. Also <del>the</del> cultural dances like hip hop to show beyoncé's own roots &amp; how dancing in</p>	

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<p>black culture is significant not just to all black people but to beyoncé too. As a strong &amp; empowering last shot of her music video she is seen to be on top of a sinking police car in a flood. This suggests <del>that</del> <del>black</del> people in those areas affected by the flood are being dragged down to the bottom as the police aren't doing enough to help them. This is a direct message to the police to do better. As well as including many other aspects of black culture beyoncé shows her own culture off &amp; is proud of it &amp; believes in the rights for everyone including black people. Yes beyoncé's video is to promote her music &amp; to make a profit but some may argue it is a public service too which is sending the message to the world to do with black lives matter &amp; calling out the corrupt justice system.</p>	
<p>Secondly another music video I have studied is hit me baby one more time by Britney Spears. This video has created much controversy over the years. The video was supposedly to represent girl power however it comes across very differently. For example, Britney &amp; her cast</p>	

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	<p>one wearing skimpy little school uniforms which may say sexualise underage school girls. As this may not have been her intention it sends a message of pleasing a male audience. Set in a school setting, the target audience is teenage girls &amp; although this is true, it is also been said this could be targeted also for a male audience to bring in more viewers &amp; create more profit. The lyric 'Hit me' also has many people concerned as a school girl telling someone to hit her is either considered abusive or sexual none of which are a good thing. This again suggests being for a male audience &amp; creating on healthy ideas that young girls may think its ok to be hit if britney says so. Overall britneys music vide gives out a negative message whether it was intentional or not. Therefore showing it was only to promote her music &amp; make a handsome profit by sexualising school girls.</p> <p>Another music video theme studied is we found love in a hopeless place by rihanna, which was supposed to show the hardship of</p>

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love by being bad for each other but being in love. However some are unhappy by the way it glamorises living in poverty. She is seen partying, drinking, using drugs, overall having fun, painting the picture that living in poverty you have no responsibilities & you can do what you please, however many families living in poverty feel the exact opposite & feel trapped. The video is also set in Belfast and saying 'we found love in a hopeless place' doesn't make Belfast seem nice & making promotion for her self but making people think Belfast is poverty ridden & not a nice place to live, which is disrespectful to the people living in Belfast. Overall she does not have the knowledge or the right to make a judgement about a place, after living a luxury life. She should glamorise poverty for promotion & profit.

lastly pretty much by beyoncé, is all about beauty products & how they ruin girls by creating an unhealthy beauty standard. This message comes across clearly & we

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	<p>See how toxic that environment is, <del>by</del> from diets, make up, &amp; giving girls eating disorders all in the name of beauty. One scene shows Beyoncé <del>she</del> smashing up trophies out of rage of how that industry destroyed her character &amp; we also come to learn she herself used to take part in beauty pageants. As at the end there is a clip of her winning a beauty pageant, this shows she knows what she is talking about &amp; that she has experienced this toxic industry &amp; is sort of warning people about it. That acts as a public service as she is showing the world how unhealthy &amp; toxic that is for women, as well as promoting her music &amp; making a profit.</p>	
	<p>In conclusion all of these music videos had the purpose of profit &amp; promotion. However what stands out that is both of Beyoncé's music videos were sending <del>the</del> <sup>a</sup> message to the world, which in its self acts as a public service, as they should know this information. <del>Both</del> Both other music</p>	





## Candidate 4 evidence

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<p>"Bowling for Columbine" is it oscar winning 2002 American documentary written, directed, narrated and produced by filmmaker Micheal Moore. It follows the story of the columbine high school shooting as well as a deeper dive into violence and gun control with in America. Although a purpose of the film was made for profit, as although documentaries are usually not particularly successful in hollywood, it surprisingly became a box office hit, being on a modest budget of \$4 million, it made over \$58 million. As well as being nominated for many awards and winning an oscar. Although profit is an given part of filmmaking, I believe in bowling for columbine, promotion is the obvious main purpose, as well as public service being important too.</p>	
<p>On the 20<sup>th</sup> April 1999, in the town of Littleton, two highschoolers shot up columbine highschool, killing 12 and injuring many. One type of promotion for this film is promotion of the political view of Moore, as he tries to get his point across</p>	

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<p>to the audience. For example, Moore goes to meet with two girls who were part of the shooters Klebold and Harris's bowling class. They tell Moore that both boys were weird, quiet and introverted as they all agree that the school failed them by letting them take a <del>PE</del> a bowling class for PE, as Moore explains how he thinks they had neglected, undervalued education. This successfully promotes his political opinion as he alludes to the fact that if the school had been looking out for and taking care of these students they could possibly lead a different attitude to their school life and the shooting could have been avoided. Stating that the problem is bigger than it seems. At the beginning of the film, Moore visits a bank and fills in a form that allows him to get a free gun, this is to show how easy it is to obtain guns and demonstrate how ridiculous and dangerously easy <sup>it</sup> is to do. However, after the door came out the bank employees stated that they actually require a lengthy background</p>	

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<p>check which takes a matter of weeks before they hand over the gun, but Moore edited those clips to make it look like he was handed over the gun <del>almost</del> instantly, manipulating the <del>film</del> sequence of events to effectively promote his political opinion. Moore visits a large establishment of rocket technology and talks to <del>generate</del> the head of establishment about the missiles they make. Moore asks "him what it teenagers think "But if you create mass destruction why cant I create mass destruction?" By saying this, he effectively links Columbine and the establishment together, letting the audience make the obvious connection in their heads of how this may be a greater problem than anyone ever realised. The man struggles to find words, before saying "Well we dont just get irritated and then destroy other countries". Moore further promotes his political view by immediately sequencing in a montage of the US doing exactly that, destroying <del>other</del> developing countries for little reason other than exploitation of power He references George Bush</p>	

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<p>and Bill Clinton's part to play in these monstrosities and plays "What a wonderful world" by Louis Armstrong to make an ironic statement about America. The shock factor of this montage proves to be very effective in promotion of his opinion.</p>	
<p>However Moore also does show to not play too much into his bias and listen to those who are pro-gun. He interviews men part of a shooting group where he lets them explain they are just regular people who aren't violent or racist. This effectively lets the audience realise that violence is so normalised in the US you're not necessarily evil if you're pro-gun. He also interviews DJ, a boy who was number two on the suspect list of a bomb threat in the town as he owned the Anarcus cookbook. This effectively showed how dangerous interest in weaponry can be but also let DJ explain that the town "makes people bad people", alluding to the fact that gun control needs to change, and proving Moore's point.</p>	
<p>Moore also explores the differences within gun deaths and safety between Canada and</p>	

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<p>America, but bordering countries. He promotes his point with a shocking statistic that Canada has just over 400 gun related deaths a year, while America has over 11,000. This effectively shows how much of a bad image gun legalisation has on America. Perhaps the strongest promotional point of his view Moore made, was exploring the tragedy of the 6 year old boy who took his uncle's gun to school and shot a 6 year old girl. He takes a picture of the victim to the head of the pro gun organisations house and forces him to confront it, to which he walks away. This is effective as it shows the audience <sup>with</sup> how little empathy pro-gun people have for the victims and shows how guns can corrupt the pureness of children.</p>	
<p>Although Michael Moore uses the film as promotion of his political view, he also uses it as a vehicle of himself. Because he is in charge of all aspects of creativity for this documentary, he can manipulate it and</p>	



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who have a opposing opinion on guns and violence to him, stereotyping them as typical rednecks and brainwashed rightwing supporters who he cleverly makes look stupid and embarrasses them, ~~for example~~ which effectively makes him look better than them. For example, multiple times someone asks him to stop filming, to which he pretends to do but actually keeps filming without consent, like in K-mart or when the man said he'd secretly show him the gun under his pillow. He's also very good at promoting himself by making others look generally cruel and like awful human beings by catching them off guard with questions, and sequencing together clips to emotionally appeal to the audience. This is successfully done as by the end although both points of views have been explored, it seems unreasonable to side with anyone other than Moore as he looks like an ~~ambitious~~ all round good guy who is for the people.



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Public Service is another factor that has purpose in creating a documentary, as Moore wanted to make people aware of real problems in today's society. For example how he defends black people for the obvious racism and unrescoring pinpointing towards them when ever the gun problem arises. He successfully humanizes people, some audiences may have demerised, and actually turns the problem on white Americans. When many said the gun violence in the US pointed to an ethnic problem, Moore quickly and successfully shot it down by comparing it to Canada, an <sup>equally</sup> ~~more~~ diverse country and showing how they still don't have a violence problem. This successfully outed Americas blatant racism to the audience.

In conclusion I think although profit and public service are purposes which drive the cause of media content, for Bowling for Columbine, promotion was most definitely the main purpose. I think Moore successfully promoted his political

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opinion with his eye opening film, successfully  
~~changed~~<sup>changing</sup> many people's opinion while educating  
the country on the problem of gun violence, and  
touching our viewers with his powerful ending.  
His point is so strong it made a very successful  
political comment at the time. As well as Moore  
successfully promoting himself with his cleverly  
curated teacher of likeability and authenticity.