

2. a) + b) role of media.

John Lewis the store constructed a new advert during Christmas time in order to meet the purpose of ~~man~~ promoting their shop leading to also achieving a profit. Their advert was new for Christmas 2011, and was called 'Monty the Penguin'. The advert featured a penguin and a young male child who were best friends and done everything together. They done various activities together, always having fun. ~~Monty the penguin~~ The advert then changes when we see Monty the penguin looking very sad when he sees happy heterosexual couples. Critics claim that John Lewis are

Creating the ideology that you have to be in a happy, loving couple in order to be happy. John Lewis argue though that they are only doing what is seen as the norm to promote their store and gain profit.

An argument against John Lewis is that they are creating the ideology in their advert that you have to be in a loving couple in order to feel happy and satisfied. At the start of the advert we see the young boy and the penguin be the best of friends. Monty and the boy are out playing in the garden and we see them laughing and having lots of fun together. To us

the audience they look as if they are satisfied and happy. We see the friends play with legs together and visit the park. As the advert gets closer to the Winter/Christmas season we see Monty the Penguin loose interest in his friendship as all his attention seems to be drawn to happy couples that Monty sees together. Monty's eyes dilate when he sees a loved up couple and he looks full of sadness and it almost as if Monty is crying. Monty sees these happy couples everywhere he goes and it is like that is all he cares about. On the bus Monty sees a very happy heterosexual couple and there is a close up of him with big dilated eyes. Monty

Looks very upset ~~by~~ this couple and the music sounds louder at this point which emphasises Monty's sadness. We then see the young boy trying to capture the attention of his best friend Monty to show him the snow outside. Monty though is too distracted and engrossed by the happy couple on the television. This suggests that the friendship is not good enough anymore, and that Monty cannot feel love from his friendship and he needs to be in a heterosexual relationship. A lot of complaints were made against this advert as people were not happy with the ideology of being in a relationship was the only

way to be happy that was being created. John Lewis insist that they were only trying to promote their store for Christmas shopping and make a profit as people would see the penguin as cute and would buy a soft toy Monty in store.

John Lewis reacted to the argument that their advert was perpetuating ideology by claiming that they were only trying to promote what people expect to see at Christmas - love and happiness. John Lewis say that they were only trying to put across the message of love and family to their ~~audin~~

at Christmas time to their audience.

They were only creating an entertaining advert to promote themselves

and the meaning of Christmas

and it was not their intention

to perpetuate the ideology that comes across in the advert.

Although John Lewis' intentions

were clear from promoting their

store and making big profits

from the sale of 'Monty the penguin'

goods, the idea of the only way

to be a happy person is to

be in a loving relationship was

a clear message throughout

their advert. John Lewis promoted

their brand image at the end

of the advert alongside the

slogan "giving someone the

Christmas they've been dreaming off". This also suggests that the ~~idea~~ idea of being in a happy couple is what everyone needs as we know that is what Monty has been dreaming off. Not everyone though wants to be in a relationship and being in a relationship is not the only way to find love and be loved.

Another argument against John Lewis is their use of heterosexual couples. This suggests that not only do you have to be in a ~~a~~ relationship to feel happiness, it has to be a heterosexual relationship. ~~At~~ At the end of the advert it is Christmas day

and we see the young boy lead Monty blindfolded to a living room for a surprise. The young boy surprises Monty with a female penguin. Monty immediately lights up and looks a lot happier than he did before - now that he has someone to have a relationship with. The lyrics 'real love' are heard in the background which poses the questions of 'are only heterosexual relationships 'real love?' and 'are relationships the only way to have 'real love?' John Lewis caters for other segments of its audience as we see different race and aged couples together but we do not see any homosexual couples. John Lewis argue that



they are only following the status quo and promoting what the audience expect to see. John Lewis say that heterosexual couples and their usual audience may have seen the use of a homosexual couple weird. ~~This~~ This would have impacted their purpose to promote their store and may have resulted in a loss of profit.

The John Lewis advert 'Monty the penguin' was made to promote themselves during the Christmas period and to create profit. While creating their advert John Lewis have unintentionally erected the ideology

that to be fulfilled you have to be in a loving, happy heterosexual couple. This created arguments for John Lewis and lots of complaints were made. Although John Lewis were just trying to promote themselves during a busy Christmas period.