

## Candidate 1 evidence

The film poster for 'The Expendables 2' achieves its purpose to inform the viewer of the upcoming film by informing the viewer of the release date as it is shown at the bottom of the page below the billing block. The poster also conveys that the film will be an action as it has a scene of destruction in the background, with a plane exploding. This shows that the film's target audience is clearly fans of the action movie genre, who are typically young men.

The mise-en-scene of the main image shows a group of men who appear to be involved in some type of war or fight. We can see this as they are armed with guns and have body armour on. This idea of war is also helped by the flames surrounding the characters and the explosions happening behind them. This will appeal to the target audience as it suggests the film will contain lots of dramatic action scenes.

The film poster also achieves its purpose to inform because it shows the viewer who the main character will be as there is one man who is standing out from the crowd, who appears to be taller than the rest. The layout anchors the representation, as he is placed in the centre of the poster, and combined with his size, this shows that he has some amount of power over the group as he appears to be leading them, either into war or back to safety.

The poster also shows the viewer a number of possible villains as in the background we can see two characters, one who is holding a knife up to his face, in turn the knife creates a shadow over his face. This creates a specific amount of low-key lighting in this area of the poster which suggests that his character is bad or has another side to him as we cannot fully see his face. This creates an enigma code that will attract the audience to see the film and answer their questions about this character and if he is the villain.

The rule of thirds is used here, as the 'villains' are placed 2 thirds of the way across the poster so that the viewer, reading left to right, sees the hero before noticing the potential antagonists. This will attract the target audience as it sets up a binary opposition between the forces of good and evil.

The tagline 'back for war' also helps to sell the film to a possible viewer as it plays on the line 'back for more' suggesting that these people are ready and possibly aggravating for a fight as they want to continue fighting, something that will appeal to the audience. The sans-serif, metallic looking font of the tagline matches the font used for the film title, further anchoring the military genre of the film.

## Candidate 2 evidence

The poster for 'The Expendables 2' has been made to promote the film of the same name. It will appeal to anyone who enjoys action movies and predominantly males.

In the poster, we can see lots of fire, explosions and weapons which suggests that this is an action movie. This appeals to audiences as people enjoy action movies that have this sort of action in them.

The text in the image is very large and contrasts the background. The text being bold suggests that this movie is important and worth paying attention to and helps to promote the movie as the name is eye-catching on the poster to the audience.

The image is mostly made up of all of the characters of the movie. They are all dressed in a militaristic fashion and look determined and ready to fight. This suggests that the characters are strong and powerful. This will appeal to male audiences as they enjoy movies with strong, heroic main characters.

I think we are looking at the disruption phase of the narrative as in the image there are lots of explosions and the characters are armed with weapons. This suggests disruption as it looks chaotic and does not happen in normal life. This helps to promote the movie as audiences enjoy action sequences as they are exciting.

The colours in the poster are mostly black and red which suggests things like danger, death and power. This will appeal to the male audience as these things are exciting and are usually seen as manly.

At the top of the poster we can see the names of lots of famous stars in bold writing, which suggests the movie has a high budget and will appeal to audiences as people will recognize at least some of the stars in this movie, people they will most likely like.

The tagline of the poster is 'Back for War'. The word 'war' suggests that there will be action, conflict and fighting, which appeals to audiences as people enjoy movies with exciting action sequences.

The movie release date is also in bold text on the poster. The release date is during summer which suggests it could be a blockbuster. This promotes the movie as lots of people are off in summer, which means more people are able to go see it. The fact that it is in bold text also suggests importance and helps to promote the movie as it is eye-catching.

The image on the poster is a long shot which allows us to see the position that the characters are standing in and what they are wearing. Their stance is determined and they are dressed in black, military clothing. These suggest the power of the characters and the fact that they are centred in the poster shows their importance. This shot will help to promote the movie as it allows audiences

to see all of the actors in the movie and shows us that the movie is part of the action genre, which people generally like to go see.

In the background of the poster we can see explosions and a plane about to crash. With this the poster includes many enigma codes, such as 'what is happening in this scene?' or 'are the men in danger?' This will make people want to go and see the movie as they will want answers to these enigma codes.

## Candidate 3 evidence

This issue of 'Look' magazine is targeted towards younger middle class/lower class women, as the content is beauty, fashion and gossip based and stereotypically that is what women are interested in.

The tone of the magazine is mostly positive and uplifting, as it includes cover stories like "Meghan Markle: I Can Handle This" and more serious advice giving article like how being a mum is hard, which would appeal to a female audience who would find these articles inspiring.

'Look' uses 3 main colours to keep it simple, yet effective. They chose to use a vibrant pink, purple and yellow which are all spring/summer like colours which makes sense as it achieves the purpose of informing the reader this issue was published on the 10th April, which is during spring.

The main cover image is represented as feminine and elegant with her pink dress and long hair, but also as gentle and submissive through her body language and smile, which are all positive representations of a women and fits with the typical female stereotype.

The reading order of 'Look' starts with the main cover image and the main cover line as the eye is immediately drawn to them as the font is the largest and the yellow contrasts with the pink of the model's dress and this achieves the purpose of selling the magazine on these features as the main unique selling points.

Enigma codes are used to make people buy the magazine to find out the rest of the story. For example, a smaller cover-line is Cheryl saying 'Being a mum is hard' but you would need to buy the issue to find out specifically what challenges she is talking about.

The '25% off' Puff and the cover-line stating 'Primark's £15 Hero Buy' suggests the magazine is targeted towards lower class or less wealthy women as it is a money off offer and a fashion bargain which they in particular may find useful. The puff indicating the exclusive discount offer may help to generate a profit as it does state it was exclusive, and you could only get that discount when purchasing that specific magazine.

Fathers may differentially decode the cover, as Cheryl's statement about being a mother is hard may offend fathers as the magazine cover doesn't state the difficulties of being a father as well as a mother.

A smaller cover image is in the top right where the lady is portrayed as beautiful and classy due to her facial expression. But also, the fact that her skin is clear and looks healthy helps to sell the magazine as it suggests the '12-page skincare special' is useful and the results could be like that. In addition, the model is African-American which includes diversity into the magazine and is also a good selling point as it shows 'Look' is representative of all races.

## Candidate 4 evidence

- The genre of this magazine is beauty and healthcare.
- There's a puff promoting 'Very' with a 25% off voucher.
- The fonts vary between serif and sans serif.
- The cover consists of bright colours like Pink, Purple, yellow and white which are feminine and contrasting.
- The cover image appears to be from a photo-shoot with the magazine, proposing that the magazine has a high-budget and is well known.
- There's a pull-quote from an interview with Meghan Markle saying 'I can handle this' making you think, what can she handle?
- This cover shows how Western Society values health, beauty, material possessions and youth.
- The magazine cover seems to be aimed at middle class women aged between 16 and 35 because of the use of feminine colours, a female cover star and a promotion for high street women's clothes.
- The star on the cover doesn't really fit with gender stereotypes as the pull quote reads 'I can handle this!' showing that the star is independent and doesn't let men do everything, something that a female audience will like.
- There's also a puff on the cover promotion '£15 Primark Hero Buy" next to the cover star. These types of promotions will help the magazine gain profit as people will want to buy it to find out what the hero buy is and it will also appeal to the more middle class audience.

## Candidate 5 evidence

The purpose is to sell the car.

The target audience would be people interested in cars, adults and both genders.

### Language

The car is reflected in the sunglasses of a woman. This suggests that the car has caught her attention. This would appeal to the male audience as it implies that driving this car would attract female attention.

The colours used throughout the image are quite warm toned – the lipstick, sunglasses and buildings in the background which suggests the car is somewhere sunny and warm, also emphasised by the glasses. This may encourage people to buy the car to achieve a European-like lifestyle which is often celebrated.

These warm tones also contrast with the cool, silver of the car. This makes the car stand out and the attention is drawn to the car. This makes people notice the car and encourages them to buy it.

### Representation

The woman represented in the advert is shown as quite glamorous. The red lipstick and large sunglasses are things that are associated with celebrities or a fancy lifestyle. This would suggest glamorous connotations to the car and encourage the audience to buy the car.

### Categories

The advert has a sophisticated tone. The red lipstick is a typically fancy or sophisticated thing to wear. This would encourage people to buy the car so they can be classy.

### Audience

The woman in the advert would appeal to the female audience. Since the car is reflected in her glasses and shows that it has caught her attention, this would show that this is a car that can be feminine and therefore would possibly encourage women to buy it.

### Society

The advert reflects the value of modern times. This is shown as the woman is interested in a car which wouldn't usually happen a few decades ago as men were only expected to be interested in cars. This would appeal to the female audience as they see a female as being shown in a different way in this ad.

### Language

The font is very simple and uses all capital letters which creates a professional look. The name of the model of car is then in a bigger, different font in a silver which matches the car's metal. This creates a good impression of the car as it's all modern and professional and would encourage people to trust and buy the car.

### Institutions

The advert would be accepted by the advertising standards as there is nothing inappropriate. This would encourage buyers as the product is not controversial.

## Candidate 6 evidence

The advert for Toyota @C-HR@ appears to have the target audience of male drivers with enough money to afford the cars, as the car is a masculine grey/silver colour. The purpose is of course to sell the car to viewers.

### LANGUAGE

- The car is central frame, and clearly visible – this makes the product clear, memorable and draws attention to it, so viewers will recall it and buy the car.
- The image is layered – the car is shown through the perspective of a woman's sunglass reflection, this creates the idea that she is looking at the car, and likes the car. Men may want to buy the car to catch the attention of women, who are suggested to like the car.
- There is a large contrast between the image of the car's reflection, in silvery colours, and the women in the backdrop, mostly peaches, pale and pink colours. This better emphasises the product, and makes people recall and buy it.

### REPRESENTATION

- The woman is represented as attractive – as she has glossy blonde hair, which is seen as typically pretty and she's also shown as attractive as she has red pink lipstick and she's seen as very feminine as even her sunglasses are a girly peach colour. She's featured in the advert to highlight that she likes the product and men may want the interest from attractive women like her, and buy the product to get attention from women.
- The car is represented as sophisticated as it's shown in a business-like city setting, in an urban and expensive area which is typically seen as sophisticated. Audiences may buy the car to mirror or mimic this type of lifestyle.

### AUDIENCE

- A differential decoding is that because the woman is looking at it, and it's reflected in her gaze, that it is therefore her car. Also, as she wears sunglasses as sophisticated people typically do and the car is also sophisticated – they match, reinforcing the idea it's her car. This breaks gender roles that imply it's a manly car for men. This would appeal to female audiences to buy the car as it's shown as a car that breaks gender stereotypes.
- Also it would appeal to people that live in high temperature locations. It's clear that it's a sunny place as the woman wears sunglasses, and there is sun in the sky. Yet the car sits in the direct sun light and it doesn't bother the car, and it doesn't seem to need to avoid the sun. This would appeal to them as it's a car that can function in their countries.



## SOCIETY

- The car reflects the values of modern times – as a woman is looking at and interested in a car. There was a stereotype women typically don't like cars. This would make the advert, and therefore the car, appeal to modern audiences as it doesn't follow old fashioned views and stereotypes not fully.