



Lesson 1: Advert context



**Bell work**

Collect your Galaxy Audrey Hepburn Personal Learning Checklist and stick in your book – you must revisit this at the end of each lesson and again at the end of the unit.

Personal Learning Checklist: Audrey Hepburn Galaxy Advert Close Study Product



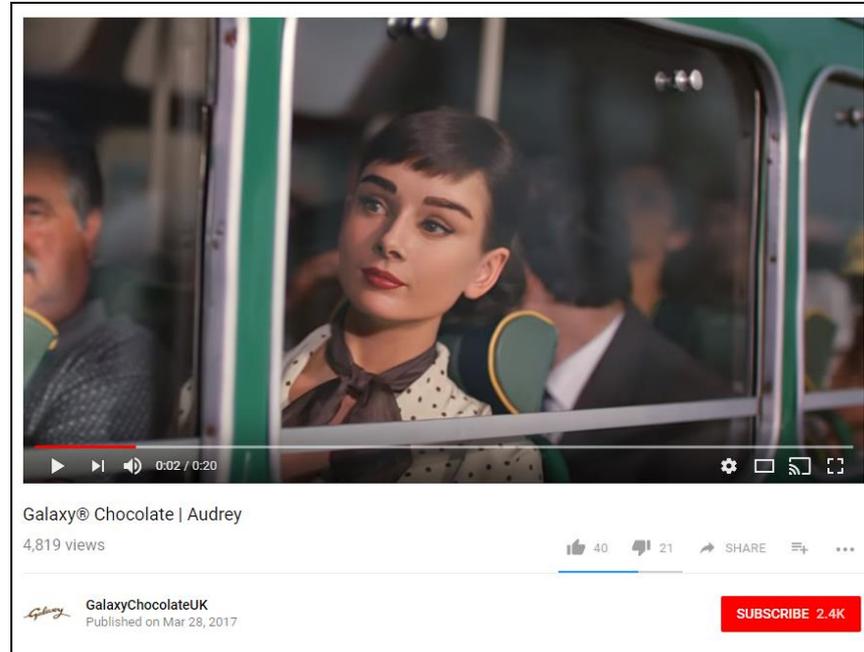
|   | At end of unit |   |   |
|---|----------------|---|---|
|   | R              | A | G |
| <b>Context</b>  |                |   |   |
| I can explain who the audience is for this advert and why   |                |   |   |
| I understand who Audrey Hepburn is  |                |   |   |
| I understand why Galaxy chose Audrey Hepburn  |                |   |   |
|   |                |   |   |
| <b>Media Language</b>   |                |   |   |
| I can analyse the meaning (literal and hidden) of the advert  |                |   |   |
| I can describe the narrative structure of the advert using <u>Propp</u>   |                |   |   |
| I can describe the narrative structure of the advert using <u>Todorov</u>   |                |   |   |
| I can explain how they try to persuade us to buy the product  |                |   |   |
|   |                |   |   |
| <b>Media Representations</b>  |                |   |   |
| I can explain why nostalgia is important to the Galaxy target audience  |                |   |   |
| I can explain why celebrity is important to the Galaxy target audience  |                |   |   |
| I can explain how this advert links to a 'golden age' for the chocolate industry and advertising                                  |                |   |   |
| I can explain how the advert uses historical stereotypes and then twists the roles to fit the modern context of women in society. |                |   |   |
| I know what CGI is  |                |   |   |
| I can explain why CGI was so vital in this advertisement  |                |   |   |
| I understand how there is intertextuality between film, celebrity and advertising.  |                |   |   |
| I can explain the moral issues about using a dead celebrity in advertising a product.   |                |   |   |



<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standards.jpg>

# Representation | Audiences | Industries | Language

## Lesson 1: Advert context



## Advertising

Galaxy Chocolate Advert featuring Audrey Hepburn

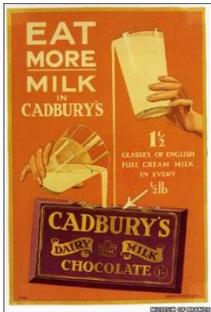
<https://www.youtube.com/watch?v=Sw-9zMEDzRM>



## Lesson 1: Advert context

### Historical context of confectionary advertising

Nostalgia, or a "yearning for yesterday," is a frequently used advertising tool. It is particularly common in the chocolate industry.



Packaging design points to nostalgia.  
Very traditional.



Whilst the font and image has changed with Galaxy, the key message about 'Goodness' has stayed consistent.



In your books and in your own words:



- What is nostalgia?
- Why does the chocolate industry seem to have a focus on nostalgia in their advertising campaign [think target audience / perceived as natural and wholesome products / desire for more 'traditional' times]?
- Why do advertisers use images of 'older' times in their advertising?



<https://upload.wikimedia.org/wikipedia/commons/5/55/News-mediastandards.jpg>



## Lesson 1: Advert context

How the advert was made

[CLICK HERE](#)

## Use of CGI

Audrey Hepburn was as a film and fashion icon and was famous during Hollywood's Golden Age. She was ranked by the American Film Institute as the third-greatest female screen legend and encapsulates the 'Golden Age' of Hollywood.

“Audrey represents heritage, classiness and elegance. So from a strategic and creative point of view, it made sense for Galaxy to communicate its “silk, not cotton” branding through these qualities. What was less clear, however, was just how we were meant to recreate an iconic and globally recognised face when the original footage exists at a resolution incompatible with today’s high standards.” *The Guardian 08/10/14 How we resurrected Audrey Hepburn for the Galaxy chocolate ad*

The advertising company received permission from the Audrey Hepburn estate [managed by her sons]. However, does this place moral and ethical questions about the use of dead celebrities or their work in selling a product? Would they have consented to this when they were alive?

In your books and in your own words:

- What does CGI stand for?
- Why are there moral issues related to the CGI use of a dead celebrity in an advertising campaign?

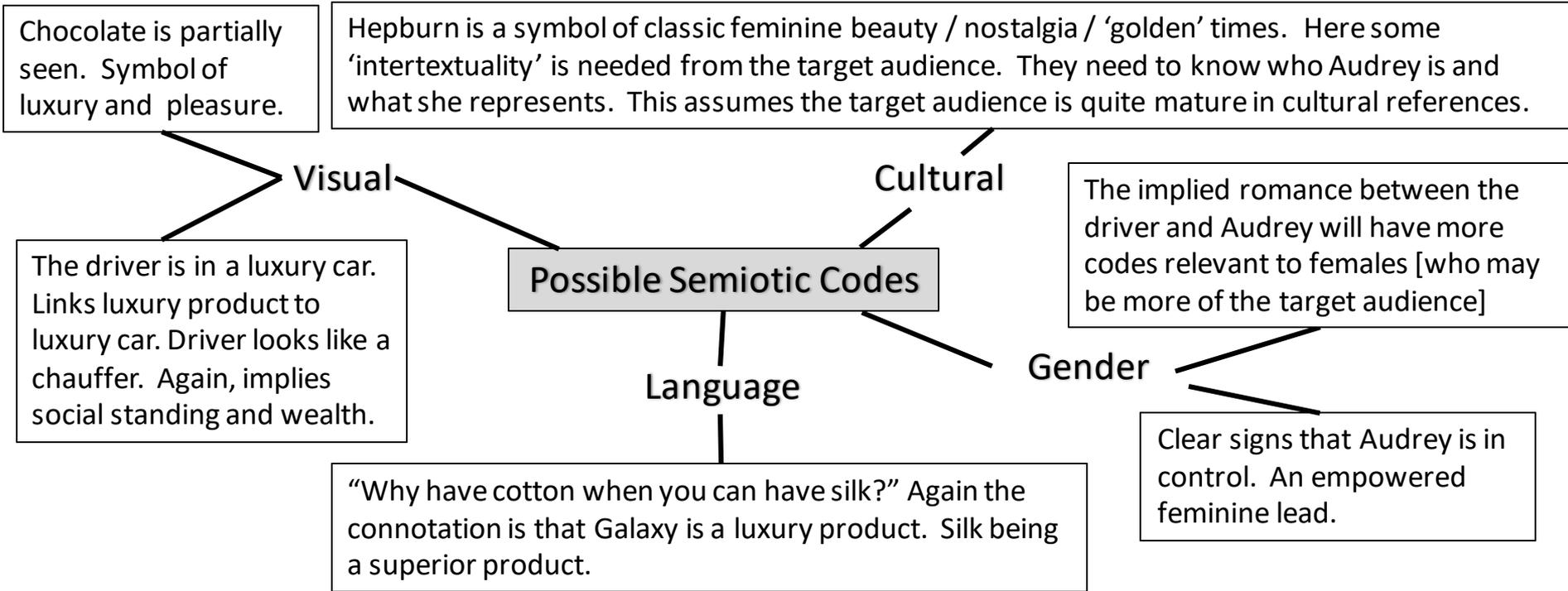




Lesson 2: Media Language - Semiotics

**Semiotic Meaning of the advert**

Semiotics are frequently used in advertising to convey meaning. There are clear codes and conventions used in advertising so that the viewer can quickly understand the key signals and meaning. Remember, adverts often do not have long to get their message across so rely on semiotic understanding.



In your books and in your own words:

- What does semiotic stand for?
- Describe and explain the semiotic codes used in the advert



## Lesson 2: Media Language – Narrative structure

### Narrative Structure

Many media products have a narrative structure that makes sense to the audience. What is the narrative structure of this advert?



Busy Italian market scene – links to 1953 film ‘Roman Holiday’. Bus journey disrupted by fallen food. Audrey is seen on bus.



‘Hero’ driver comes along and signals to Audrey that she can come in the car.



Audrey borrows the bus drivers hat and puts it on the hero's head. Semiotic links to control, here.



Audrey sits in the back of the car and ‘hero’ wears the hat now resembling a chauffeur.



Audrey relaxes in the car and eats Galaxy. Semiotic luxury. Note only eating a little (it's a luxury). Also, reveal of text ‘smooth’.



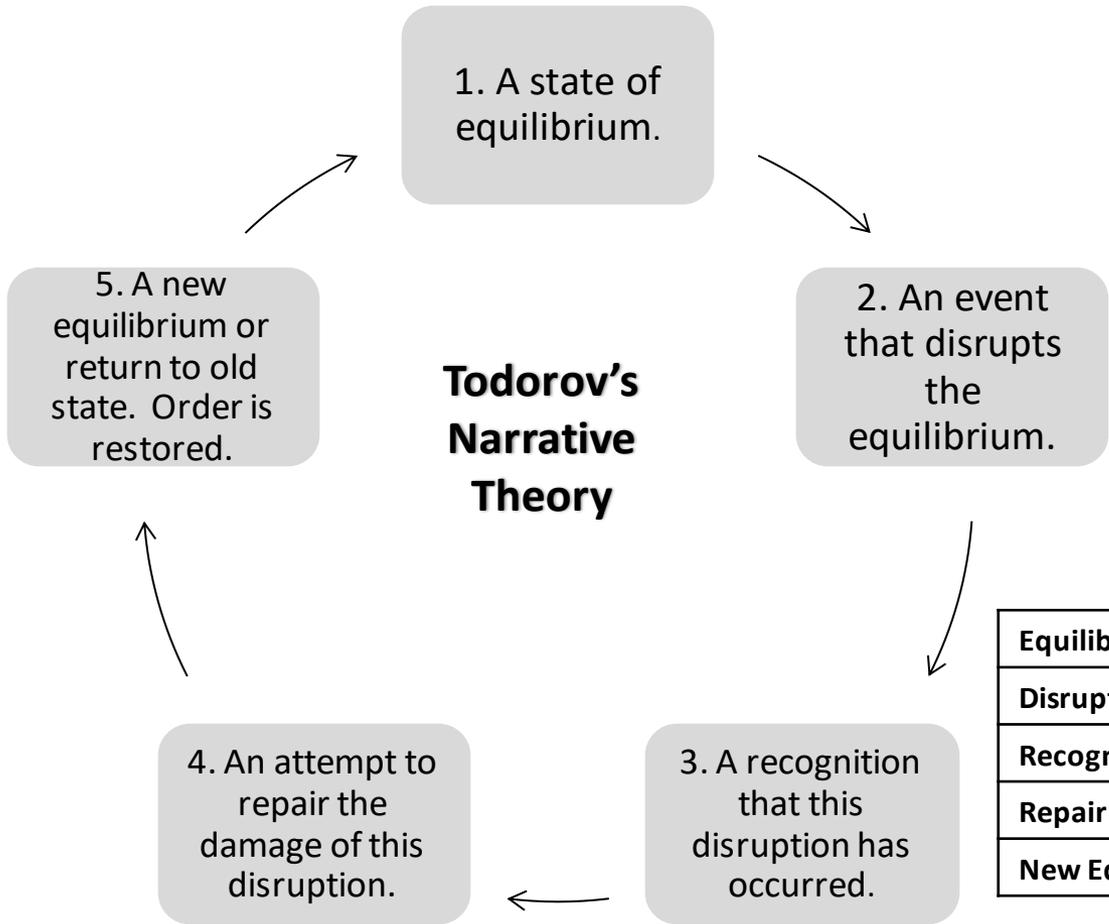
Car drives along Amalfi coast with advertising slogan.



Lesson 3: Media Language - Todorov

**Narrative Structure and Todorov's Narrative Theory**

Tzvetan Todorov studied classic fairy tales and stories and theorised that many stories follow the same narrative structure and involve transformation of character/story. Namely:



In your books and in your own words:

- For each stage, link Todorov to the Galaxy advert. Is it useful to do this?

|                        |   |
|------------------------|---|
| <b>Equilibrium</b>     | Bus is travelling through Italian village.  |
| <b>Disruption</b>      | Fruit stall stops bus and disrupts journey. |
| <b>Recognition</b>     |   |
| <b>Repair</b>          |   |
| <b>New Equilibrium</b> |   |



<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standards.jpg>

Lesson 3: Media Language - Propp

## Narrative Structure and Propp's Narrative Theory

Vladimir Propp stated that there were seven basic character functions when he analysed 100 fairy tales and that these were present in many media products. When analysing Shrek, let's see if he's right?



**The Hero**

Shrek is the hero who has his quest or mission throughout.



**The Villain**

Lord Farquaad is obviously the villain in Shrek. The villain tries to stop the hero.



**The Princess**

Fiona is a princess, is rescued and falls in love with 'The Hero'. A prize for the hero.



**The Donor**

The donor often gives the hero a special power to complete the quest. In Shrek, the Muffin Man helps Shrek.



**The Princess's Father**

Often an authority figure who offers a reward to the Hero.



**The Helper**

The helper is the character who helps the hero achieve his/her quest. In Shrek, it's the Donkey



**The False Hero**

The false hero tries to take the credit for the Hero's actions and get the Princess. Prince Charming fulfils this role in Shrek.



In your books and in your own words:

- What is Propp's Narrative theory?
- Describe each character type in Propp's Narrative Theory.
- Does Propp work with Galaxy? Which character-types do you recognise and which one's do you not?



## Lesson 4: Media Language - Intertextuality

### Intertextuality in Media Products

Intertextuality is where one media product (eg Galaxy) makes reference to other Media Products (e.g. Audrey Hepburn movies) to interest and engage the audience. This is clearly done in this advert:



Audrey always looking glamorous; in the advert and 'Breakfast at Tiffany's'.



Audrey driven away in the advert and by Gregory Peck in 'Roman Holiday'. The actor even looks like Peck.



Classic cars were very much a theme in Audrey Hepburn movies and she was often driven (as was the fashion) rather than driving.

In your books and in your own words:

- What is Intertextuality?
- Why do advertisers incorporate this?
- Give examples from the Galaxy advert? Does it work for all audiences? If not, why not?





**Lesson 4: Media Representation**

**Media Representations: Stereotypes vs Reality?**

The TV advertisement for Galaxy uses a range of stereotypes. Stereotypes are used so that semiotic codes can be quickly messaged to the target audience. What stereotypes are used in this advert, why and how do they compare to reality?

|                            | Stereotype used | Reality |
|----------------------------|-----------------|---------|
| Place: Italy               |                 |         |
| Celebrity: Audrey Hepburn  |                 |         |
| Product: Galaxy chocolate  |                 |         |
| Time: 1950s                |                 |         |
| Masculinity and Femininity |                 |         |
| Class                      |                 |         |
| Age                        |                 |         |



In your books and in your own words:

Ensure you have these key points in your book: Stereotypes vs Reality

Why have each of these stereotypes been included and how do they impact on the target audience?



<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standards.jpg>

## Lesson 4: Media Representation

### Media Representations: Stereotypes vs Reality?

The TV advertisement for Galaxy uses a range of stereotypes. Stereotypes are used so that semiotic codes can be quickly messaged to the target audience. What stereotypes are used in this advert, why and how do they compare to reality?

|                                   | Stereotype used   | Reality   |
|-----------------------------------|---|---|
| <b>Place: Italy</b>               | Classic Mediterranean hilltop village setting. Sunny. Beautiful buildings. Chaotic. Disorganised.                 | Where are the poorer, less-glamorous locations. Why have these been excluded?   |
| <b>Celebrity: Audrey Hepburn</b>  | Immaculately presented. Cool. Charming. Loved by all people.  | Audrey [you may be surprised to hear] was not always this immaculate! *she often was though!  |
| <b>Product: Galaxy chocolate</b>  | Luxury product. Induces calm, relaxation, etc.  | Chocolate doesn't always make you feel like this. Why have they felt the need to represent chocolate this way?  |
| <b>Time: 1950s</b>                | Friendly, slow-pace of life, simpler times.   | This is clearly stereotypical, but some truth. 1950s were not always like this for everybody though.  |
| <b>Masculinity and Femininity</b> | Women – feminine attire, flirtatious, Propp's Princess's, trusting.<br>Men – working, Propp's helpers and hero's. | Many images of masculinity and feminine were changed after WW2. Are these stereotypes relevant today? Would you expect this to happen in a modern advert? |
| <b>Class</b>                      | No specific class present – seems very inclusive and friendly.  | Why is the society so inclusive. What image of this society are they trying to represent?   |
| <b>Age</b>                        | All ages represented, but central characters are young, good-looking and image-aware.                             | Think of the target audience? What age are they now? Why would this image resonate with them?   |



In your books and in your own words:

Ensure you have these key points in your book: Stereotypes vs Reality

**Why have each of these stereotypes been included and how do they impact on the target audience?**



## Lesson 4: Media Representation

### Media Representations: What factors will affect audience interpretation?

There are a number of factors that would impact on how an audience interprets this advert:

Cultural references regarding 1950s movie stars

Views on nostalgic lifestyle and busy modern lifestyles

Factors affecting audience interpretation

Personal identity with Audrey Hepburn and representations of class and femininity

The belief that chocolate is good for you. This contradicts modern healthy lifestyle messages.

Age of audience – who are the buyers? How would older/younger audience respond?



In your books and in your own words:

For each factor, explain why each of these are factors that could affect audience interpretation.



<https://upload.wikimedia.org/wikipedia/commons/5/55/News-media-standards.jpg>

## Lesson 4 : Media Representation

**This concludes the TV Galaxy advert Close Study Product.**

**Now complete your Personal Learning Checklist for this CSP.**