



Media Studies



Task One: Analyse the advertisement for the TV show *Empire* by:

a. Annotating the advertisement to show what connotations the things in it have.

You may wish to use this list to guide you on what to comment on, especially if you did not take GCSE Media Studies:

- The animals (type? Expression? Body language?)
- The outfits
- The body language and facial expressions of the people
- Any props
- Colour palette (clothes? Writing? Background?)
- Composition (the layout and order of the items in the advert)
- Typography (the style of font)
- Tagline (in the top left corner)

Tip: Remember to comment on what they show/suggest/connote rather than just labelling them.

b. Answering the following question, using your annotations to help you:

How is the woman represented in the advertisement for the TV series *Empire*?

Aim to write 4-5 paragraphs. You may wish to structure it using the following prompts:

1. Introduction – what we are supposed to think about the woman
2. How the composition of the advertisement shows this
3. How the body language and facial expressions show this
4. How the props and animals show this
5. How another design feature (e.g. typography or colour palette) shows this



Together we succeed

Achievement

Aspiration

High Expectations

Community