

HOW TO WRITE IN MEDIA (GCSE)

1. What do you Literally see? (Denotation)

LIGHTING

*There are spotlights
Coming from above the
characters*

FACIAL EXPRESSIONS

*Both characters have very stern
facial expressions with intense
eye contact with each other*



PROPS

*There is a ladder to the right
hand side of the screen and
wooden chairs scattered around
in the background*

MISE EN SCENE

*The whole setting or 'story of the
scene' shows where the
characters have come head to
head in the story. The mise en
scene shows a dark warehouse
with scattered scenery.*

COLOUR

*The colours within this scene are
dark and monochrome.*

TRANSITIONS

*The scene is edited so that we see fast
cuts and transitions between close ups
and long shots*

COSTUME

*Both characters are wearing black
suits with ties and we can see red
on the white shirt of the character
standing up.*

CAMERA ANGLES

*The camera shows a LONG SHOT
at EYE LEVEL of the characters.*

<u>FEELINGS/ EMOTIONS</u>
hatred
love
danger
anger
Happiness
<u>FACTS</u>
That they are agents
That they have a high/low status
They are the protagonist (good lead character)
They are the antagonist (main bad character)

2. **What does it mean?** (Connotation) **OR**

... this could represent

... this could symbolise

... this could connote

3. What is the EFFECT on the AUDIENCE?

... this would mean the audience would feel...
... this might make the audience want to....
... this would sell...
... the audience response would be...
... this would allow the audience to...

- Apprehensive
- On edge
- Part of the scene
- Relate to the characters

4. Put them all together:

1. The colours within this scene are dark and monochrome.
2. This could represent hatred.
3. This would mean the audience would feel apprehensive and on edge

Point: Make your point. Put the question in answer form.

Evidence (*Denotation*): Give examples of what you literally see.

Analysis (*Connotation*): What is the hidden meaning?

Reaction: What is the Audience's reaction or effect on the audience?

Link: Link everything you have written back to the question

Question: *How are women represented in the OMO advert.*

Point: In the OMO advert, women are represented as a stereotypical 1950's housewife.

- Evidence:** We see this stereotype as the central image shows a woman hanging out washing, with bright eyes and a smile on her face.
- Analysis:** This connotes that she is happy to be doing the chores and her bright eyes suggest her surprise and pleasure to find that OMO has made her clothes so white.
- Reaction:** The 1950's target audience of women would accept the stereotype that females were interested in laundry detergent and want to buy the product.
- Link:** Women are therefore represented as the type of woman whose main job is to keep the house and clothes clean and look after the children.

WRITE THE DENOTATION OF EACH THING IN RED IN AS MUCH DETAIL AS POSSIBLE

SLOGAN

The slogan says OMO Makes whites bright in black font on a white background.

PROPS

COLOUR-SCHEME

FACIAL EXPRESSIONS

COPY TEXT



MISE EN SCENE

CAMERA ANGLES

COSTUME

WRITE THE CONNOTATION OF EACH THING IN GREEN

SLOGAN

Connotation of black font could represent the dirty clothes and the white background could represent the clean. The fact that it says it makes whites bright implies that it is better than another washing powder that just makes the clothes white

PROPS

COLOUR-SCHEME

FACIAL EXPRESSIONS

COPY TEXT



MISE EN SCENE

CAMERA ANGLES

COSTUME

WRITE THE EFFECT ON THE AUDIENCE IN PURPLE

SLOGAN

The impact on the target audience of mothers in their 30's would be that they would want the best of the best and would want to buy the product

PROPS

<u>COLOUR-SCHEME</u>		<u>MISE EN SCENE</u>
<u>FACIAL EXPRESSIONS</u>		<u>CAMERA ANGLES</u>
<u>COPY TEXT</u>		<u>COSTUME</u>

WRITE THE DENOTATION OF EACH THING IN RED IN AS MUCH DETAIL AS POSSIBLE

PROPS

There are clean white towels with red lines on them. She has yellow and maroon sheets over her shoulder.

SLOGAN

The slogan says OMO Makes whites bright in black font on a white background.

COLOUR-SCHEME

The colour scheme is red, white and blue, with a hint of yellow and green.

FACIAL EXPRESSIONS

The ladies eyebrows are raised and her mouth is in the shape of an 'O'. She is making direct mode of address with the audience.

COPY TEXT

The Copy text is at the bottom of the page in black font and has key phrases like "this'll shake you, Mother!" and "fancy saying all washing powders were the same?!"



MISE EN SCENE

The whole scene shows a woman, hanging out her clean washing and looking over her shoulder directly at the audience. The lighting is bright.

CAMERA SHOT

This is an over the shoulder, Medium Shot

COSTUME

She is wearing a green cotton top. The rest cannot be seen.

WRITE THE CONNOTATION OF EACH THING IN GREEN

SLOGAN

Connotation of black font could represent the dirty clothes and the white background could represent the clean. The fact that it says it makes whites bright implies that it is better than another washing powder that just makes the clothes white

COLOUR-SCHEME

The colour scheme of red, white and blue gives implications of the British Flag and therefore could connote that OMO is a British product.

FACIAL EXPRESSIONS

Her raised eyebrows could connote surprise, her mouth, smiling, could suggest that she is happy and the fact that it is in the shape of an 'O' could reflect the name of OMO as well as her surprise at the product.

COPY TEXT

The Copy Text that says "This'll shake you, Mother!" implies that the product is something new and exciting. The fact that they say 'Mother' reflects the stereotype of the 1950's where the women, and mothers, were the ones that did the housework. The fact that there is quite a lot of writing, denotes that it is also from the 1950's.



PROPS

The towels, washing line and pegs, instantly connote that she has done the washing. The towels over her shoulder imply that she has more to do and is very busy.

MISE EN SCENE

The overall Mise en Scene connotes a busy housewife, who is pleased with herself and the quality of OMO "making her whites bright".

CAMERA SHOT

The over the shoulder shot connotes that she is still busy with her work but wants to tell her neighbours or friends about the product.

COSTUME

Her costume, being green, is a colour that could connote cleanliness or a sterile environment, like Dr's scrubs.

WRITE THE EFFECT ON THE AUDIENCE IN PURPLE

SLOGAN

The impact on the target audience of mothers in their 30's would be that they would want the best of the best and would want to buy the product

PROPS

The props are easily relatable to the target audience. There are no distinctive labels or colours, which allows the viewer to put themselves in the place of the woman in the central image. This will therefore enable them to relate to the product and then want to buy it, thus, increasing sales.

COLOUR-SCHEME

The British themed colour scheme will allow the audience to feel patriotic and the target audience of housewives feel proud to be doing something for their country while the men were out at war. As this was in the 1950's, the war was in the very recent past and so that would be dominant in their thoughts.

FACIAL EXPRESSIONS

As she is happy and excited about OMO, this would imply to the target audience that this was a new and exciting product that they had to buy and therefore would result in more sales.

COPY TEXT

The copy text focuses on the target audience of women, particularly housewives and 'Mothers'. This allows the target audience to relate to the advert and therefore the product and therefore want to buy it.

WHITENESS ALONE WON'T DO!

OMO makes whites Bright!

"This'll shake you, Mother!
Fancy saying all washing powders were the same! You can't say that any more—not after you've seen Omo-brightness. Whites boiled with Omo are more than clean and white. They're bright. Actually bright!"
Yes, she's right about Omo. This wonderful new detergent really does add brightness to whiteness.

This exciting new Omo-brightness puts ordinary whiteness completely in the shade. Many powders get things clean and white. Omo does this—and much more. Omo-boiled whites are clean, white and bright as well! Yes, brilliantly bright!
Today millions of women insist on this extra Omo-brightness, every washday. One packet—and you'll be an Omo fan, too!

OMO adds Brightness to whiteness

BOIL with OMO
adds BRIGHTNESS to WHITENESS

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WEDGWOOD & WEDGWOOD LTD.

MISE EN SCENE

The whole Mise En Scene is clearly targeted towards housewives, showing the stereotypical image of a woman doing her washing. This allows the target audience to relate and therefore want to buy the product.

CAMERA SHOTS

The over the shoulder camera shot enables the audience to feel as if they are a neighbour over the fence or a friend in part of her life. It allows the audience again, to relate to her and therefore result in more sales of the product.

COSTUME

The costume is simple and a monotone colour, without labels or distinctive marks. This allows the audience again to put themselves in her place and empathise with the central character.