

Knowledge Organiser for Quality Street (Print Advert 1956)

<p>Production Context Quality Street made by Mackintosh in 1936. In the 1930's chocolate was expensive. This product was cheaper for families. The tin was introduced in the 1950s.</p>	<p>The Target Audience People in the 1950s - very different from today's audience. Men could buy this for their wives and girlfriends Working, educated families - new techniques made it cheaper to make, big words used in the copy Women - fits the idea that all women like chocolate. Adults - features adults in the advert</p>	<p>Messages and Values Aspirational message linked to class - this product was symbolic of elegance and higher class but now working men can buy it for their families as a treat. Brand identity - The chocolate is luxurious even though it is now cheaper = references to the Regency Era, use of gold and purple, pose of people in the frame</p>				
<p>Social/ Cultural Context Luxury and high class things were now more available (chocolate). Very traditional gender roles - men worked, women stayed at home and had to make husbands happy</p>	<p>Media Language</p> <table border="0"> <tr> <td data-bbox="456 517 1025 809"> <p>Technical Codes Composition - Triangular arrangement of people, halo effect around man, product is framed in the central = attention Camera - Mid shot of people so we can see what they are doing. Lower third - where all the text is found (less important) Logo - at the bottom but in colour (stands out)</p> </td> <td data-bbox="1025 517 1711 809"> <p>Visual Codes Costumes look like sweets (girls), Man is in a suit = professional/working. Use of Gold = wealth/ luxury Rich warm colour palette =attention, wealth Facial Expressions = excited by chocolates (treat) Body language (Kiss) = girls stealing sweets, man happy! Typography - bold, strong, colourful (purple = royalty) Hand drawn images - lack of technology</p> </td> <td data-bbox="1711 517 2139 809"> <p>Written Codes PERSUASIVE LANGUAGE Alliteration = delicious dilemma Superlatives=delicious, delightful, distinctive Description of new sweets = we need to buy and try Formal - educated audience.</p> </td> </tr> </table>			<p>Technical Codes Composition - Triangular arrangement of people, halo effect around man, product is framed in the central = attention Camera - Mid shot of people so we can see what they are doing. Lower third - where all the text is found (less important) Logo - at the bottom but in colour (stands out)</p>	<p>Visual Codes Costumes look like sweets (girls), Man is in a suit = professional/working. Use of Gold = wealth/ luxury Rich warm colour palette =attention, wealth Facial Expressions = excited by chocolates (treat) Body language (Kiss) = girls stealing sweets, man happy! Typography - bold, strong, colourful (purple = royalty) Hand drawn images - lack of technology</p>	<p>Written Codes PERSUASIVE LANGUAGE Alliteration = delicious dilemma Superlatives=delicious, delightful, distinctive Description of new sweets = we need to buy and try Formal - educated audience.</p>
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<p>Historical/Political Context Rationing had ended= more sugar available. The Regency Era(elegance) is referred to (Major Quality Miss Sweetly) - the 1950s was a similar time post war.</p>	<p>Representation</p> <p>Male dominated - he is in control (chocolate/women), he is higher in class, the 'provider' (suit) and high status (central image), traditional stereotype that was common at the time of the advert. He is rewarding the women with chocolate. Major Quality - of higher class than Miss Sweetly, has power (military uniform) and status Women - love of chocolate, subservient body language suggest that they do as they are told, please the man (implies that this is what all women need to do to be successful). Women are also shown as manipulative - distracting the man to get to the chocolate. Miss Sweetly - very typical feminine colours and showing of skin. Even her name is suggesting a stereotype. Age - makes young people look fun and exciting (ad with old people show them knitting - less fun)</p>					
<p>Key Terms and conventions Structural features, slogan, logo, copy, central image, typography, lines of appeal, superlative, alliteration, brand identity, rationing, Regency Era, patriarchal, intertextuality, rule of thirds, Z line composition, Triangular composition, Male Gaze</p>	<p>Link to Theorists and theories Intertextuality - the people in the frame are from Quality Street ads from the 1930s. Narrative/ Propp - male is the 'hero' choosing between two 'damsels in distress' (distressed over the dilemma of which chocolate to choose), he has a more serious dilemma to solve. Patriarchal Society - This advert is showing that men are seen as having more power and status than women. Laura Mulvey and the male gaze - the two women are shown in a way that men would like. They are slim and pretty, acting like they really like the man and are being subservient.</p>					