

Top 3rd – the mascots
Middle 3rd – the 50's 'family'
Bottom 3rd – the product promotions

Blue background connotes ...

Shot is _____

Man – position ... how he looks ...

Women – position ... how they look ...

Colour of women's clothes link to ...
connotations ...

Placement of chocolates ...

Key words – **highlight** and
comment:

**CHOCOLATE
STRAWBERRY CUP**
Strawberry jam and
cream encased in
milk chocolate.

HARROGATE TOFFEE The
delicious smooth toffee with
a most distinctive flavour.

**CHOCOLATE
TOFFEE FINGER**
Delicious toffee
covered with
plain chocolate.



Released in 1956

QS mascots Major _____, Miss _____.

Regency era. They represent ...

Gold frame connotes

HISTORICAL CONTEXT OF CAMPAIGN ...

'delicious dilemma' connotes ...

'delightfully different' (alliteration) ...

18 ...

Use of colour purple ...

JOHN MACKINTOSH & SONS LTD., HALIFAX

Released in 2016

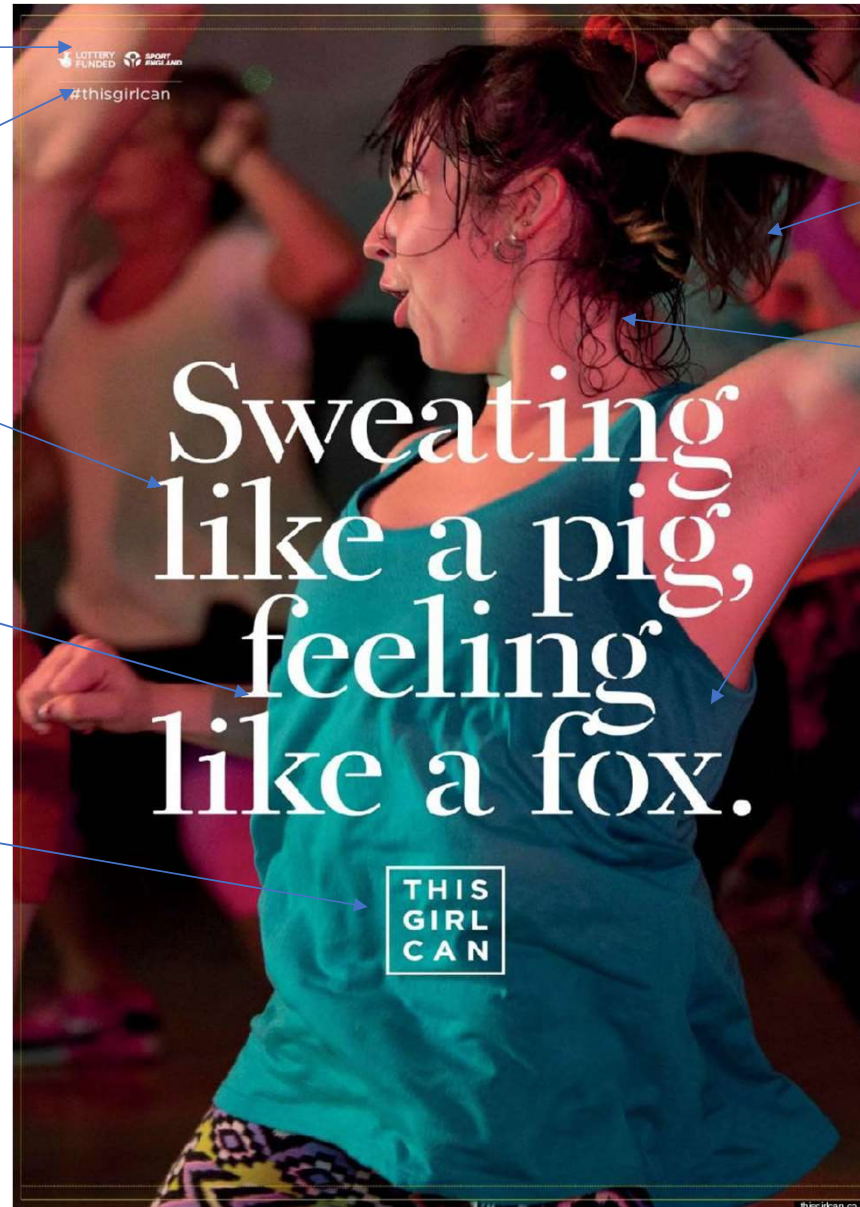
Sponsors tell us ...

suggests ...

'sweating' and 'like a pig' connotes ...

'feeling like a fox' connotes ...

THIS GIRL CAN Campaign title connotes ...



Background blurred connotes ...

Shot is _____

The woman looks ...

is wearing (condition of + colour) ...

connotations are ...

Propp's character type is ...

SOCIAL CONTEXT OF CAMPAIGN ...

Info and use of colour at the top ...

Image of Bond connotes ...
Shot is _____

Placed in ...
Pose ...
Costume ...
Expression ...
Prop used is ...
Propp's character type ...

The women connotate ...

The explosion on the oil rig connotes ...

The 007 bullet / gun connotes ...



Released in 1974

Other images connotate ...

Other characters connotate ...

HISTORICAL CONTEXT OF THIS FILM ...

Representation of women ...
The oil rig explosion ...
The karate character ...

The use of colour / design ...

Language:

Bond image:

Shot is _____

Placed in ...

Pose ...

Costume ...

Expression ...

Colour connotes ...

Prop used is ...

Propp's character type ...

How is this poster different to TMWTGG poster?
Why is it different?



Released in 2021

This character is the ...

Connotations are ...

the women are:

Nomi

Paloma

Madeline

This font and logo connotate ...

Credit block info includes ...

Released in 2019



The skyline ...

This coverline connotes ...

This cover line connotes ...

Guardian Angel suggests

'Machine Gun Kelly soverline connotes ...

'Raheem Sterling is aspirational because:

...

The title + colour connotes ...

The image connotes ...

Pose ...

Look ...

Body language ...

Tattoo ...

Appeal to reader ...

Font colour, size – what stands out ...
connotations?

LINK TO SOCIO-CULTURAL CONTEXT

Football:

Metrosexual:

Spornosexual:

Title connotes ...
Placement of title?
Other info?

Use of colour on whole cover?

Love after Lockdown tells us: '

'Fighting talk shows:

Main image
Shot is _____

Placed in ...

Pose ...

Clothing ...

Expression ...

Main coverline:'



Released in 2021

Vogue's guide:

Colour palette:'

SOCIO-CULTURAL AND HISTORIC CONTEXT:

Vogue means:

The target audience are:'

Masthead, price ...

Size of headline ...

'we call on youe' ...

'Join Our Jabs Armyl' ...

'The Sun Says' ...

The typical Sun reader is ...

Type of paper ...



Released in 2021

List of images + background ... connotation of these ...

POLITICAL CONTEXT...

RIGHT WING / CONSERVATIVE PARTY

Released in 2020

Masthead, info and images at top ...

Connotations of this image...

Connotations of this headline ...

The typical Guardian reader is ...

Type of paper ...



Connotations of this headline ...

Layout and design of the cover:

POLITICAL CONTEXT...

LEFT WING / LABOUR PARTY