

# Set Text - Quality Street (1950s) Knowledge Organiser

## Context:

Made by Mackintosh in the 1930s when chocolate was expensive.

## Social and cultural context:

Luxury and high class things were now more available.

Traditional gender roles.

## Historical context:

Rationing had ended and sugar was more available.

The Regency Era is referred to Major Quality and Miss Sweetly. 1950s post war was a similar time.

## Representation:

**Male dominated:** he is in control, higher class, the 'provider'

**Major Quality** – higher class than Miss Sweetly, power and status

**Women** – love of chocolate, subservient body language, manipulative

**Miss Sweetly** – typical feminine colours, showing skin, name suggests stereotype.

**Age** – young people fun and exciting.

## Link to theorists and theories:

**Intertextuality** – the people in the frame are from 1930s QS adverts.

**Propp's Narrative** – male is the 'hero' choosing between 'damsels in distress'

**Patriarchal society** – men are shown as having more power than women.

**Laura Mulvey** and the male gaze – women

## Media Language

### Technical Codes:

**Composition** – triangular arrangement of people, halo effect around man, product is framed in the centre

**Camera** - mid shot of people

**Logo** – at the bottom in colour

### Visual Codes:

**Costumes** – look like sweets, man is in a suit.

**Gold** – luxury

**Rich warm colours** – wealth

**Facial expression** – excited

**Body language** – women kissing the man

**Typography** – bold, strong, purple – royal

**Hand drawn images** – lack of technology

### Written Codes:

**Alliteration** – delicious dilemma

**Superlatives** – delicious, delightful, distinctive

**Description** – of new sweets

**Formal** – educated audience.

## Target Audience:

**People in the 1950s** – very different to today's audience.

**Men** – could buy this for their girlfriends/wives.

**Working, educated families** – new techniques made it cheaper to make, big words used.

**Women** – fits the idea that all women like chocolate.



# Set Text - This Girl Can Knowledge Organiser

## Context:

Developed by Sport England funded by Lotto to break down barriers to exercise. TV advert to accompany it.

## Social and cultural context:

Research showed massive gender gap in sports participation.

## Political context:

Run by government organisation – there is no commercial aspect. They were not aiming to make money.

## Representation:

Challenging dominant ideology that women can't do sport in a positive way.

Counter stereotype – enjoying sport, does not care about appearance, being judged.

Aspirational role model – not a famous person, anyone can do this.

Focusing on 'real women' – no airbrushing

'Girl' – represent all women – negative connotation (childish, silly)

## Link to theorists and theories:

Propp – dominance of image suggest 'protagonist'

Laura Mulvey – does not objectify women or use stereotype.

Uses and Gratification – personal identity. Audience can see themselves in this person.

Enigma Code – 'This Girl Can' – what can she do?

## Media Language

### Technical Codes:

Mid shot – focus on action.

Central image – important

Logos – top/small, less important

Slogan – large, central – very important

No photoshop – looks are not important

Colour – bright, eye catching

### Visual Codes:

Costume – ordinary, anyone can do it, bright and eye catching.

Hair/make up – messy, does not care

Bpdy language – full movement, enjoyment

Facial expression – eyes closed

Colour – red, passion white text stands out

### Written Codes:

Mantra – two similes, turns a negative into a positive

Language – informal, simple but positive

Typography – bold, 'girl' – wide appeal.

## Target Audience:

Females – 24-40. Least likely to take part in sport for fear of judgement.

Appeal – young women, not perfect, not a celebrity.

Use of hashtag – appeal to modern audience

