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|  | **\*1890s Man and dog (print ad)** | **1985 Laundrette (tv advert)** | **2007 Levi’s advert**  **Director Michael Wilke** |
| **Settings**  **Time (year, day) Country, place indoors/outdoors, real location, weather** |  |  |  |
| **Narrative**  **What’s happening?** |  |  |  |
| **Themes**  **Humour, sex, greed etc?** |  |  |  |
| **Characters**  **age, gender, class, race, sexuality, clothing, posture, facial expressions, personality?** |  |  |  |
| **Camera shots – which types?**  **What variety of shots is there?**  **What are shots of?**  **How many? Of the product? What are they doing/type? Pocket/logo/brand shots?** |  |  |  |
| **Editing – How are camera shots edited? What is the pace like? How does the editing fit the music? What is the importance of the music?**  **\*For print advert discuss layout, text vs image, font, image within image, meaning of text, information** |  |  |  |
| **Mise-en-scene – comment on costume, setting, hair, props, make up, facial expressions etc** |  |  |  |
| **Style – Music, colour, pace, mood** |  |  |  |
| **How does Levi’s want to be represented/seen? Does it link with any of their other adverts? Who does the advert appeal to? What sorts of people are shown, class, age, gender, ethnicity etc?** |  |  |  |
| **Link main points.**  **What has changed? Can you**  **identify anything that has stayed the same? What about changes in**  **the way the jeans are advertised?** **The way the ad gets across the message about Levi’s brand**  **values and representation of the male character, the image it presents of Levi’s jeans and the audience it is targeting and how it appeals to them.** |  | | |