

In pairs visit www.zoella.co.uk and analyse the following:

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| ***What to analyse*** | ***Hints*** | ***Media Language Analysis*** |
| **Homepage**[**https://www.zoella.co.uk**](https://www.zoella.co.uk) | Include the ‘Zoella’ branding, layout, colour, images… |  |
| **Menu** | Design and content |  |
| **Who Run the World?**[**https://www.zoella.co.uk/2017/03/who-run-the-world.html**](https://www.zoella.co.uk/2017/03/who-run-the-world.html) | Mode of address, images, language used, write specific quotes down as that’ll be good for examples in essays. Any examples of parasocial interaction? |  |
| **February Favourites 2018 Youtube video**[**https://www.youtube.com/watch?v=eljAjPH6zQI**](https://www.youtube.com/watch?v=eljAjPH6zQI) | Mise-en-scene, mode-of address, Examples of parasocial interaction, look at the comments section as well |  |

**\*BARTHES REMINDER:**
Throughout your analysis apply some Barthes (SEARS), the most applicable would be Semantic, that’s the denotation and connotation one.