**Homework Advertising (Representation)**

Fill in the blank spaces with the correct words from the following list:

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| --- | --- | --- | --- |
| Aimed | Alienated | Attract | Campaign |
| Common | Criticism | Demonstrated | Ethnically |
| Heavily | Historical | Plays | Quality Street |
| Racial | Roles | Series | Shelf life |
| Targeting | This Girl Can | Value | Wed |

1. Gender is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ represented in both set products for the exam. In the Quality Street advert, gender \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and represented to show the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ placed on the roles of men and women in 1950s society. This is a good way of including the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ context in the exam.
2. Age also \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ a significant role in the representation found in the two adverts. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ shows two women in their mid-to-late-twenties. This was considered to be the prime age for women to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in those times. In the advert for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, the woman is in her mid-thirties, indicating that Sport England places no \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ on getting fit.
3. Social class is a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ form of representation in advertising because the class being presented is more likely to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ people from that same social class. Therefore, it would be counterproductive to have an advert for a product \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ at middle-class women featuring someone from high society. This would make middle-class women feel \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ from the product; this approach is called audience \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
4. Although both adverts are not very \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ diverse, questioning the degree of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ representation in these adverts is still relevant. The Quality Street brand was established long before the human rights movement, so little value was placed on people who were not white. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ can be directed towards the This Girl Can advert for not featuring non-white women. However, this advert is only one out of a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of adverts in a large-scale \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ which, when seen together, are very diverse in terms of age, gender and ethnicity.