**WATER AID (2016) – REPRESENTATION**

Traditionally, charity advertisement campaigns have focused on negative images of poverty, famine and disaster to elicit empathy in their audience. The use of images of sick and starving children and have come in for criticism and some suggest have led to ‘compassion fatigue’*.*  *Water Aid’s* [*‘No Choice’*](https://www.youtube.com/watch?v=szT7grQnHRU)TV advert from 2013 is more **conventionally** constructed charity ad which **represents** the suffering of its main ‘character’ in a more explicit and emotive way.

Launching the *Rain for Good* campaign, *Water Aid* said that it had *“deliberately broken away from the traditional charity ad formula”* in response to the public’s desensitisation to traditional fundraising tactics. The **stereotypical** ‘victim’ needing our help is an **archetype** with which the **audience** would be familiar from many other charity adverts. The selection and construction of **visual** and **audio** **codes** work together to form a positive **representation** of Claudia as a healthy, independent and musically talented woman stand out to an audience who might otherwise have become immune to the emotive representations deployed by this advertising sub-genre.

**TASK
In pairs, create a PowerPoint that analyses the representation of the main ‘character’ (Claudia) in the Water Aid *Rain for Good* advert**

1. **Include screen shots to support your analysis**
2. **Look back through your media language notes to consider the evidence you have for your analysis**
3. **Remember to consider;**

 *Cinematography*

*Lighting/Colour*

*Location*

*Dress codes (costume)*

*Gesture codes (body language)*

*Audio codes*

1. **Now add 2 slides which consider the following theoretical perspectives:**

***Stuart Hall - Representation, stereotypes and inequality***

* *Have stereotypes been followed/challenged?*
* *Is anyone portrayed as different or ‘other’?*

**David Gauntlett - Pick ‘n’ Mix affecting our identities?**

* *How could the representation of Claudia affect the identities of black girls, particularly those with relatives from Africa?*
* *How could the representation of Claudia affect the understanding of those outside the black ethnicity?*