

## **A Level Induction Tasks**

### **1. Advertising task**

Collect a set of 5 example adverts for a range of products.

This should include print and audio visual (video) examples.

**\*For video examples, please include their links.**



For each form of advertising, whether it be a poster for a washing product, or an advert for a sports brand, **please answer the following:**

- What is the purpose of the advert? What is it selling/ promoting?
- How well do you think it persuades its audience?
- Who do you think the advert is targeting and why?
- Challenge (non compulsory)- If it was to be promoted to a different audience type, how would it need to be changed?

### **2. Analysis task**

Choose one of the 5 adverts you have collected and looked at.



**Zoom in** on its design by annotating ideas around the edge as you see in the *This Girl Can* example attached.

**Consider carefully** what images, colours, language, layout and design have been used and what this communicates to the audience about the product or idea.

### **3. Context task**

**Research** domestic product advertising centred around women from the 50s. Look at some example printed advertisements and read 1 or 2 online articles of your choice.

**Then answer the questions below:**

- What were the clear trends in advertising at the time ?
- What was this connected to in terms of gender roles at this time?
- Have things changed? To what extent is this the case?

