ANALYSING AND DECONSTRUCTING MEDIA TEXTS: DIESEL EXAMPLE



Use the following prompts to analyse the attached print advert. Assess how meaning is generated by the codes used to construct the advert:

* The use of technical codes: CGI/photography. Camera angle, framing and focus. Key colours and potential connotations.
* Representational codes: The representation of place - London, Britain. The representation of the female shopper.
* Symbolic codes: Use of logo, slogan, flag and bag emblem.
* Institutional codes: The brand of Diesel – Main message/image that this company is projecting.
* Target audience: Consider age, gender, location and class/lifestyle.

These areas overlap so don’t worry if you feel you’ve covered key points in another section – just avoid over- repeating yourself.

Aim for 500-600 words.