

Personal Learning Checklist: NHS Book and Transplant online campaign video Represent ft Lady Leshurr Close Study Product



	At end of unit		
	R	A	G
Context			
I understand what a niche audience is			
I know the niche audience for this advert and why this advert can be considered as niche			
I understand what BAME means			
I am aware that donating blood is an issue in the BAME community			
I can discuss how this advert carries a powerful social message and how it attempts to change attitude and behaviours			
Media Language			
I understand what the message of this advert is			
I can identify and explain the codes and conventions used in this advert and I can link this to the niche audience			
I can explain the literal and hidden (semiotic) meaning of this advert			
I can identify the genre of advertising and how it encapsulates hybridity			
I can discuss the intertextuality between different media products (advert/music video) and celebrity culture			
I can describe the narrative structure (keywords: Amplification / Episodic/ Non-linear / Multi-strand)			
I can explain how the narrative structure adds to the power of the message			
Media Representations			
I can explain how a wide range of the BAME community is represented here and why			
I can identify a number of stereotypes included in this advert			
I understand that the stereotypes are being selected, represented in a certain way and why they have done this (keywords: Selection / Construction / Mediation)			
I can explain the factors that may affect how the audience interprets the advert (think: age, social class, gender, beliefs, peer pressure, time, relationships)			