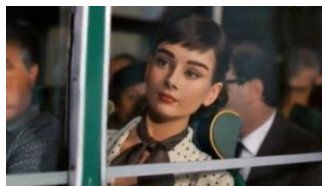


Personal Learning Checklist: Audrey Hepburn Galaxy Advert Close Study Product



	At end of unit		
	R	A	G
Context			
I can explain who the audience is for this advert and why			
I understand who Audrey Hepburn is			
I understand why Galaxy chose Audrey Hepburn			
Media Language			
I can analyse the meaning (literal and hidden) of the advert			
I can describe the narrative structure of the advert using Propp			
I can describe the narrative structure of the advert using Todorov			
I can explain how they try to persuade us to buy the product			
Media Representations			
I can explain why nostalgia is important to the Galaxy target audience			
I can explain why celebrity is important to the Galaxy target audience			
I can explain how this advert links to a 'golden age' for the chocolate industry and advertising			
I can explain how the advert uses historical stereotypes and then twists the roles to fit the modern context of women in society.			
I know what CGI is			
I can explain why CGI was so vital in this advertisement			
I understand how there is intertextuality between film, celebrity and advertising.			
I can explain the moral issues about using a dead celebrity in advertising a product.			