

Media Studies Museum of Brands Worksheet

这次的练习是为了让你在参观品牌博物馆时可以更深入地了解一些关于媒体的知识。由于问题牵涉不同的馆藏?你或需要在不同时期的展品之间游走

This worksheet on Media Studies is for your use as you make your way around the Museum of Brands. As the questions use various parts of the Museum, you may need to go round more than once.

1. Major social and political events such as The Great Exhibition and WW2 have influenced marketing communications since the mid 19th century. List four events below and explain for each the ways in which their influence is apparent.

a) Event: 事件
Influence: 影响

从19世纪中期开始?一些主要的社会和政治事件比如说“英国工业博览会”和“第二次世界大战”都对当时的市场营销行为产生了影响。在下面列出四个相关事件并且解释这些时间在哪方面的社会影响是显著的。

b) Event: 事件
Influence: 影响

c) Event: 事件
Influence: 影响

d) Event: 事件
Influence: 影响

2. Find two examples of advertising/packaging that highlight changes of attitude in society over time, e.g. with regard to women, class, national identity. Explain how this is conveyed.

a) 随着时代发展?社会上民众对于特定事件或者阶层的态度会产生变化?你能找到两个关于强调态度变化的广告或者是包装吗?比如?对于女性?阶层?民族意识等。请解释这样的信息是如何传递的?

b)

- 3. Brands can reflect the design style of the time. Find a pack that reflects each of these three styles. Write down its brand name and describe briefly why it works.**
品牌可以反映当下时代的设计风格。请找到一个反映以下三个时代风格的包装。写下来品牌的名字

a) Art Nouveau (look in Edwardian/1910s) 并且简单讨论是怎么反映出来的。

新艺术派?1910年代英王爱德华时代?

b) Art Deco (look in 1920s/1930s)

装饰艺术?1920?1930年代?

c) Photographic influence (look at 1960s onwards)

影像影响?1960年代之后?

- 4. Go to the 'Branding' section. There are many choices for customers who are looking to buy a product. Manufacturers must therefore find ways to make their products attractive and product names are one way of doing this. For each of the following choose a product with a name that fits the idea of 'clean', 'friendly' or 'luxury'. In what other ways does the brand reflect this idea?**

a) **Clean:** 前往“branding”区域。这里为想要买商品的顾客们提供了很多的选择。因此制造商们想出了很多使他们的商品更加吸引顾客的方法?产品命名便是制造商们采用的一个方式。请分别找到符合定义“干净”、“友好”以及“奢侈”的定义的产品名字。除了商品名字以外?这些商品在其他方面是如何反映这些定义的呢?
干净

b) **Friendly:**

友好

c) **Luxury:**

奢侈

5. Find a product that you think might be aimed at each of the following audiences. Outline how this is apparent and why you think the manufacturer is trying to target this particular consumer.

a) **Parents**
父母

找出一个你认为专门为了定位在以下受众群的商品。简单概括出一些显而易见的特征?你认为为什么制造商想要去针对这些特定消费者?

b) **Women**
女人

c) **Men**
男人

6. Advertisers use both verbal and visual language to create meaning for their audiences. Find two products/adverts that feature both imagery and phrasing, and analyse how they work together to connect with their target audience.

a) 广告商们运用文字和视觉语言共同为商品赋予特定的意义。请找到两个包含了图片和文字的商品/广告?并且分析这两种语言是如何结合起来与目标受众交流的。

b)

7. Within the 'Branding' section, you will see a number of famous brands that have evolved over time. Choose one brand that appeals to you and analyse how its branding elements have developed and changed. Note all the changes you can find for each element.

品牌

在“branding”的部分?你可以看到很多著名的品牌随着时间的发展在不断发展变化。

Brand: 找到一个吸引你的品牌并且分析这些品牌元素是如何发展变化的。记录下来每个品牌元素的变化。

Element 元素	随时间发展而产生的改变 Changes over time
Brand name 品牌名字	
Logos/Symbols 商标/象征	
Characters/Celebrities 特征/名声	
Slogans 标语	
Materials 材料	
Packaging Design 包装设计	
Colour 颜色	
Illustration 阐述	

