

## Media Studies

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:  
Influence:

b) Event:  
Influence:

c) Event:  
Influence:

d) Event:  
Influence:

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)

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.

a) Art Nouveau (look in Edwardian/1910s)

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

c) Photographic influence (look at 1960s onwards)

**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:

b) Friendly:

c) Luxury:

**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

b) Women

c) Men

**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)

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.

Brand:

Element	Changes over time
Brand Name	
Logos/Symbols	
Characters/Celebrities	
Slogans	
Materials	
Packaging Design	
Colour	
Illustration	

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