

Analysis - Steps

Getting Started	<ul style="list-style-type: none"> What text(s) are you going to analyze – what is your sample? How will you define the boundaries of this sample? Will you look at past/present? Specific years? Across companies? Etc. 	
Make Observations	<ul style="list-style-type: none"> What do you see? What do you hear? Focus on the tangible things that you can see and hear in the text What stands out? What seems odd, exciting, unusual, cool, different, or extraordinary? 	
Identify Patterns	<ul style="list-style-type: none"> Where do you see repetition? Are particular colors/objects/symbols repeated? Are particular settings utilized more than once? Are particular activities repeated? Do particular characters engage in repeated behaviors? Is a particular tone or mood cultivated across an episode? Is that mood or tone cultivated in the same kinds of ways? Is a particular camera angle or filming technique used repeatedly? What is the effect of that technique? Which character gets the most laughs? Which character is set up to get the most laughs (script-wise)? What lines are intended to be jokes? Do those intentional jokes revolve around a particular content or material? 	<ul style="list-style-type: none"> Which character(s) does the show privilege? What relationships seem most significant? How do the characters act in those relationships? How do characters react to each other? Does one character have consistent power? Who does that character have consistent power over? How does that power manifest? What does power look like in this show? How does the show define power? How does the mood or tone of the show change around powerful characters? Do characters have a way of acting around most people that changes around one particular character? Are certain characters consistently shot from the same angle?
What Might Those Observations/Patterns Indicate?	<ul style="list-style-type: none"> Does the episode ascribe power or privilege to a particular character, gender, race, age, ability, type of body, class, etc.? In ascribing power and/or privilege to a particular identity, what message is the show sending? What are the possible intended messages? What are the possible alternative messages (different lenses/identities) 	
Make a Claim/Argument	<ul style="list-style-type: none"> Utilize the thesis templates I have provided What are you trying to prove? Can you actually prove this claim utilizing tangible evidence? 	
Support Your Claim with Tangible Evidence	<ul style="list-style-type: none"> Go back to your observations What specific objects, actions, reactions, movements, settings, dialogue, music, silences, etc. help to prove your argument? Utilize the list of suggested words to help link that tangible thing to the argument <ul style="list-style-type: none"> The color red symbolizes... The laugh track over men's jokes indicates... 	
What are the Implications of Your Argument?	<ul style="list-style-type: none"> What might your analysis mean within the context of <ul style="list-style-type: none"> The ad and the series of ads The advertising industry The history of advertising Media and communication Contemporary culture/society? 	

Getting Started

<p>What is your sample or subject Matter?</p>	<ul style="list-style-type: none"> • Medium – television, film, print ads, commercials, speeches, magazine covers, music videos, etc. • Boundaries – how will you define and limit the sample? <ul style="list-style-type: none"> ○ Time frame ○ Campaign ○ Company ○ Random selection ○ Compare and contrast
<p>What are you trying to prove?</p>	<ul style="list-style-type: none"> • Why are you writing about this particular topic? • What is your claim? What are you trying to prove? • Brand Image Paper: <ul style="list-style-type: none"> ○ What is the company (or celebrity's) brand image? ○ What strategies does that company use to cultivate that brand image? • Ad Analysis Paper: <ul style="list-style-type: none"> ○ How are specific groups represented? ○ What is being presented as normal or ideal? • Ethics Paper: <ul style="list-style-type: none"> ○ Which company did you select? ○ What specific practices will you analyze? ○ Which ethical approach did you select to analyze the practices with?
<p>What specific elements of your sample will you need to analyze in order to prove your claim?</p>	<ul style="list-style-type: none"> • What is your claim? • How will you prove it? • What are the tangible clues that led you to your initial reading of the sample? <ul style="list-style-type: none"> ○ Colors ○ Objects ○ Symbols ○ Body language ○ Facial expressions ○ Setting ○ Allusions ○ Music ○ Dialogue/Silence ○ Language ○ Innuendo ○ Interactions between bodies/people

Thesis Templates

- (Name of company) perpetuates the stereotype of (group of people) as (adjectives) by/through (action taken by company).

- **Example:** Vogue magazine perpetuates the stereotype of black men as aggressive and demonic through its portrayal of Lebron James in positions of power over white models, its linking of Lebron with King Kong, and through the emphasis placed on Lebron's physical body.
-

- By using (strategy) and (strategy), (name of company) depicts (group of people) as (depiction).

- **Example:** By using fruit as sexual imagery and featuring women as disembodied appendages, Skky vodka depicts women as sexual objects designed for men's consumption.
-

- By referencing/alluding to (a stereotype) stereotypes, (name of company) perpetuates the myth that (group of people) are (adjective), causing (outcome).

- **Example:** By alluding to the Rastafarian and Zip Coon stereotypes, Malibu Rum perpetuates the myth that all Caribbean people are lazy and happy-go-lucky, which contributes to the limited representation of Caribbean people in American media.
-

- Through the use of (colors, symbols, representations, etc), advertisements that feature (group of people) represent (group of people) as (representation), perpetuating the stereotype that (group of people) are (bad thing).

- **Example:** Through the use of the color red and the emphasis on lips, breasts, thighs, and buttocks, advertisements that feature Hispanic and Latin women celebrities represent these women as sex objects, perpetuating the stereotype that Latin women are one-dimensional and overly sexual.
-

- Based on (things that company does that are bad), (company) can be deemed unethical according to the (ethical approach).

- **Example:** Based on a history of morally questionable business practices, culturally-offensive products, and failure to align with the values of its target demographic, Urban Outfitters can be deemed unethical according to the Fairness or Justice Approach.
-

- According to the (ethical approach), (name of company)'s use of (type of marketing/business practice) is unethical because (reasons outlined by approach).

- **Example:** According to the Rights Approach, Apple's use of outsourcing and sweatshop labor is unethical because this practice violates basic human freedoms and allows Apple to profit from people's pain.

Support your Claim with Tangible Evidence – Useful Words List

Suggests	<ul style="list-style-type: none"> In this context, the color red suggests aggression because_____. The way these characters cross their legs toward one another suggests intimacy.
Implies	<ul style="list-style-type: none"> The man has a wide stance, implying power. By shooting only men from low angles, and only women from high angles, this episode implies that men are more powerful than women.
Symbolizes	<ul style="list-style-type: none"> In this context, the color blue symbolizes rebirth. The grapes on the table in this image symbolize both sexuality and royalty.
Represents	<ul style="list-style-type: none"> Women are represented as sex objects in this episode through _____. This scene represents Latina women as hypersexual.
Portrays	<ul style="list-style-type: none"> This ad portrays men as aggressive and violent through its use of _____ This character is portrayed as _____
Indicates/ Is indicative of	<ul style="list-style-type: none"> This portrayal indicates that men are incapable of love The drastic change in setting is indicative of this character's drastic change in attitude.
Signifies	<ul style="list-style-type: none"> The color green signifies greed. A fade to black after a couple kisses on screen often signifies sex.
Associated with	<ul style="list-style-type: none"> Pots and pans are objects associated with the domestic space. Domestic space is often associated with femininity.
Illustrates	<ul style="list-style-type: none"> This portrayal illustrates the idea that_____ This characters destructive nature is often illustrated through _____
Connote	<ul style="list-style-type: none"> The size and shape of the bottle connote phallic imagery The negative connotations of this color make sense in this context because_____
Denotes	<ul style="list-style-type: none"> Her facial expression – the narrowed eyes and furrowed brow - denotes anger The camera angle in this scene denotes power because _____
Insinuates	<ul style="list-style-type: none"> This ad insinuates that women are incapable of aggression Through its use of _____, this episode insinuates that women are _____
Demonstrates	<ul style="list-style-type: none"> Her crossed arms in this scene demonstrate her tendency to be protective of her space. The link between the color white and purity is demonstrated in this scene.
Conveys	<ul style="list-style-type: none"> Her smile conveys coquettishness This scene conveys a sense of anticipation through the choice of music
Normative	<ul style="list-style-type: none"> This series of ads perpetuates normative gender roles Normative masculinity is often defined as physically powerful and emotionally controlled.
Privileges	<ul style="list-style-type: none"> This episode privileges white men's humor over the humor of all other characters by_____ This scene privileges Piper through its separation of her and Taystee with a shower curtain.
Draws Attention to/Draws the viewer's eye to	<ul style="list-style-type: none"> The lighting in this scene draws attention to her flawless skin. Placing Piper in the front and middle of others draws the viewer's eye directly to her.

Strategies	<ul style="list-style-type: none"> • This company relies on three strategies to reinforce brand image • This particular strategy is unethical according to the rights approach given the fact that _____
Methods	<ul style="list-style-type: none"> • This company's production methods are unethical according to the rights approach because _____ • X company utilizes specific methods to target the urban demographic.
Utilizes	<ul style="list-style-type: none"> • This company utilizes one key strategy for demonstrating loyalty to its customers. • The strategies this company utilizes to attract its target demographic include _____
Communicates	<ul style="list-style-type: none"> • Kanye communicates his brand image most clearly through Twitter and Instagram. • Kanye's lyrics communicate the message that _____
Target	<ul style="list-style-type: none"> • Kim K. addresses her target market through colloquial language and coined phrases. • Kim K's target market includes _____
Targets	<ul style="list-style-type: none"> • Kris Jenner targets the youth market through her teenage daughters. • This company targets the urban market through a variety of tactics, including _____