**Lego Friends Advert 2012**

1. **Describe the codes or conventions of TV advertisements used in this advertisement?**

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|  | Lego Friends Advertisement |
| Music Soundtrack |  |
| Visuals that make product attractive |  |
| Selling Point |  |
| Humour/  lighthearted |  |
| Persuasive Language |  |
| Duration |  |
| Voiceover |  |
| Product shown at the end of the advertisement |  |

1. **Look at the transcript or voiceover:**

* New Lego friends
* Welcome to beautiful Heartlake City
* *I’m Stephanie I’m going to a party at the new café with my friend Olivia*
* *That’s me*
* *Time to chill with the girls*
* At the beauty shop Emma is styled and ready to go
* *There’s the vet with Mia*
* *See you soon*
* The newly built café is the coolest spot in Heartlake City
* *Welcome I’m Andrea*
* *Cupcakes are ready*
* *I love being together with my friends*
* *Me too*
* Welcome to the world of Lego friends
* New lego friends
* Join us at legofriends.com
* Ask your parents first

1. What activities are the lego friends girls doing?
2. What locations can be found in Heartlake City?
3. What things do the girls say? What impression does this give of girls?
4. How is friendship reinforced in the voiceover? Use examples to support your answers.
5. Choose two words that make the product seem attractive.
6. How does the voiceover reinforce gender stereotypes?
7. Describe the camera shot and mise en scene of the following screen shots. Consider how they represent gender.

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|  | **Explain how the mise en scene is used to**  **represent gender** |
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