Compare the representation of gender in children’s toy advertisements from different times. *(2000 words)*

What to include for each advert.

1981 gender neutral advert

* How does it fit with conventions of print adverts?
* How does it represent gender? Remember to talk about the **image and layout** of the advert, ( **mise en scene** **costume, acting/action, props, setting**), **language**.

You can use screen shots of the advert in your essay.

Lego friends advert

* How does it fit with conventions of television advertisments?
* How does the advert represent gender?
* How does the voiceover represent gender? What about the non-diegetic music? What does it suggest about the Lego friends world?
* How do the visuals represent gender? Talk about **camera and mise en scene**.
* You could also talk about the logo and and box sets at the end of the advert.
* How does the advert differ from the 1981 advert?

Look at the key arguments on the weebly to help you. You should use screen shots of the advert in your essay.

Lego Let’s Build

* How does it fit with conventions of television adverts?
* How does the advert represent gender? Who is missing from the advert and why?
* How does the voiceover represent gender? What about the non-diegetic music? What does it suggest about Lego?
* How do the visuals represent gender? Talk about **camera and mise en scene.**
* How does it differ from the Lego friends advert?

You should use screen shots of the advert in your essay.

Comparison of all three adverts.

How has gender representation changed over time? Do these gender representations reflect changes in society in general? What could be the impact of these representations?