



This Girl Can Fact Sheet



Quality Street Fact Sheet



<u>This Girl Can</u>	<u>Quality Street</u>
This Girl Can is a national campaign developed by Sport England	Originally created in 1936, inspired by the name of a play by J.M Barrie
The purpose of the campaign is to break down the primary barrier holding women back from participating in sport	In the 1930s, only the wealthy could afford chocolate boxes.
The campaign is currently funded by the National Lottery	By the 1950s, when this campaign started, society was in a post-rationing period
The campaign seeks to target and celebrate 'active women who are doing their thing	This campaign is aimed to get poorer families to enjoy the chocolates.

Subject Specific Terminology.

- **Connotations:** price, layout, use of cover photographs/ images, words, colour.
- **Narrative:** the stories created by images and text (could be linked to Roland Barthes' enigma codes).
- **Stereotyping:** Using images to create meaning e.g: women dancing
- **Mise-En-Scene:** how everything in the scene is created for a meaning. The purpose of the images and text. The colour schemes and the backgrounds.
- **Font:** The type of typography that is used and its effect.
- **Context:** The world around the creation of the advert and why it is important.



Key Theories

- Roland Barthes: **enigma codes.** images used to tease people to want to buy the products.
- Stuart Hall: **Representation** The ways in which people are presented by adverts.
- Blulmer and Katz: **Uses and Gratification.** The ways in which we consume the media and the reasons why we do.
- Vladimir Propp: **Narrative Theory.** The stories created by the mise-en-scene of the advert.