**James Bond Heineken advert: text analysis**

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| **GENRE**  Generic conventions – repetition, typicality, themes and key signifiers   * Mise-en-Scene * Settings and Locations * Characteristic plots   In particular you should consider how conventions are used AND how they are challenged, adapted and combined. |  |
| **NARRATIVE**   * Construction * Structure * Key codes such as action and enigma * The role of characters within the narrative |  |
| **TECHNICAL CODES** and how meanings are created through them. You must be able to do more than name the code; you need to be able to discuss how and why it has been used.   * Camera shots/angles * Photographic techniques * Framing * Editing * Lighting * Special effects |  |
| **AUDIO CODES**, in particular the use of diegetic and non-diegetic sound through:   * Dialogue * Music * Sound effects |  |
| **VISUAL** and **WRITTEN** codes:   * Design / layout e.g. graphics, use of colour etc. * Typography * Language * Persuasive techniques * Register and mode of address |  |