**James Bond Heineken advert: text analysis**

|  |  |
| --- | --- |
| **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
 |  |