**George Gerbner Cultivation Theory**

Watch the following clip on Youtube and make notes: “Cultivation theory – audience theory” by Grant Abbit.

First: Annotate the Tide advertisement with examples of repeated messages that will change the audiences mind on something (gender/trust/brand loyalty).

Second: Go onto the computers and compile as many advertisements from the 1950s that repeat similar representations of gender that Tide does.

**Stuart Hall’s Reception Theory**

Watch the following clip on Youtube and make notes: “Stuart Hall Reception Theory Explained”

First: Annotate the Tide advertisement for the preferred readings that have been encoded by the producers.

Second: Annotate the Tide advertisement for the negotiated readings that some audiences may have.

Third: Annotate the Tide advertisement for the oppositional reading that some audiences may have.

Finally: Consider who would have a negotiated/oppositional reading and why (consider the context of the time).

**You MUST only consider the audiences from the 1950s – not men/women from today.**

Different audiences will receive texts different from one another, depending on their viewpoints.

Preferred Reading:

Negotiated Reading:

Oppositional Reading:

Notes:

