



The transcript

New is great isn't it? So we are launching a new national newspaper. It's got a new approach. A new outlook. A new style. A new layout. A new mix of opinions and with this new approach, this new optimism we bring a new energy, a new type of writing from a new set of writers with new conversation. It even *feels* new. Welcome to *the New Day*. Open minded, to the point and positive just like you.

Get your free copy this Monday only and judge for yourself.

Seize *the New Day*.

What words are repeated? What words stand out? Are there words that are used to be particularly persuasive? How is the reader spoken to? What **message** is being communicated?

Analyse the **visual codes** with the transcript of the audio.

- Comment on the *mise en scène*/settings/technical codes and people represented.

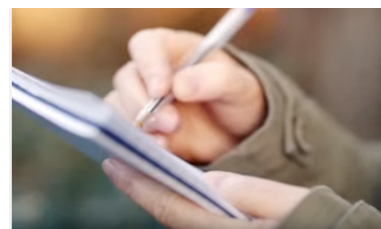
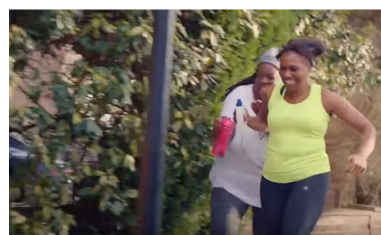
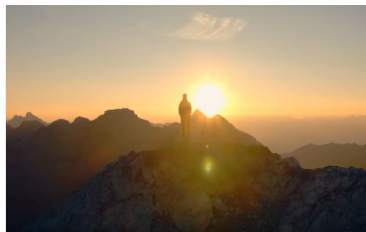
Remember to use key **media terms** and consider the **connotations** of both the audio and visual codes.

- How does the television advert aim to represent the **brand identity** of the New Day?
Sum up in 30 words.

Does the advert suggest a particular target reader?

Suggest where would you place this 30 second television advert in order to reach its target demographic.

Discuss in small groups. Be prepared to feedback with your rationale.



Acknowledgements Seize The New Day; YouTube, liarpoliticians