

GCSE Sociology: Mass Media

Museum of Brands Worksheet

Use this worksheet as you make your way around the Museum of Brands, start in the Time Tunnel and then explore the Branding Hall. As the questions use various parts of the Museum, you may need to go around more than once.

This Museum forms an immersive representation of British life from the Victorian times to today by displaying mass media, advertisements and products which were engaged with by ordinary people every day.

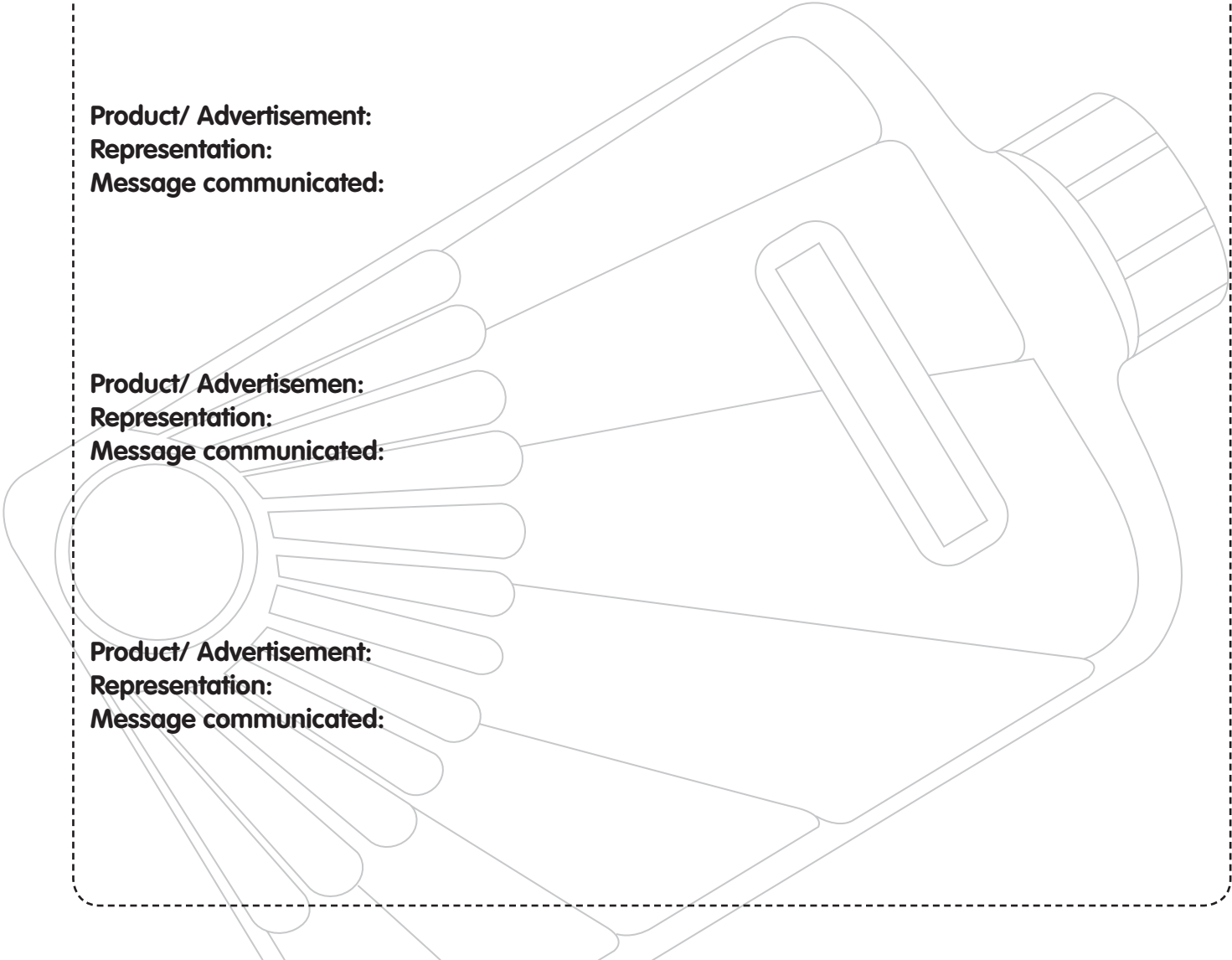
1. As you move through the time tunnel, identify four different representations of women in advertising.

Product/ Advertisement:
Representation:
Message communicated:

Product/ Advertisement:
Representation:
Message communicated:

Product/ Advertisement:
Representation:
Message communicated:

Product/ Advertisement:
Representation:
Message communicated:



2. Do you think women in mass media in today's society are represented in a similar or different way?

3. In the 60s and 70s section of the Time Tunnel, identify an example of a subculture.

4. List three messages the advertising and packaging communicates about this subculture.

1

2

3

5. Find two examples of an advertisement or product which communicates a certain attitude or message for the consumer to accept.

1

2

6. Find three examples of an advertisement or product which is in reaction to a major event or attitude shift in society.

1

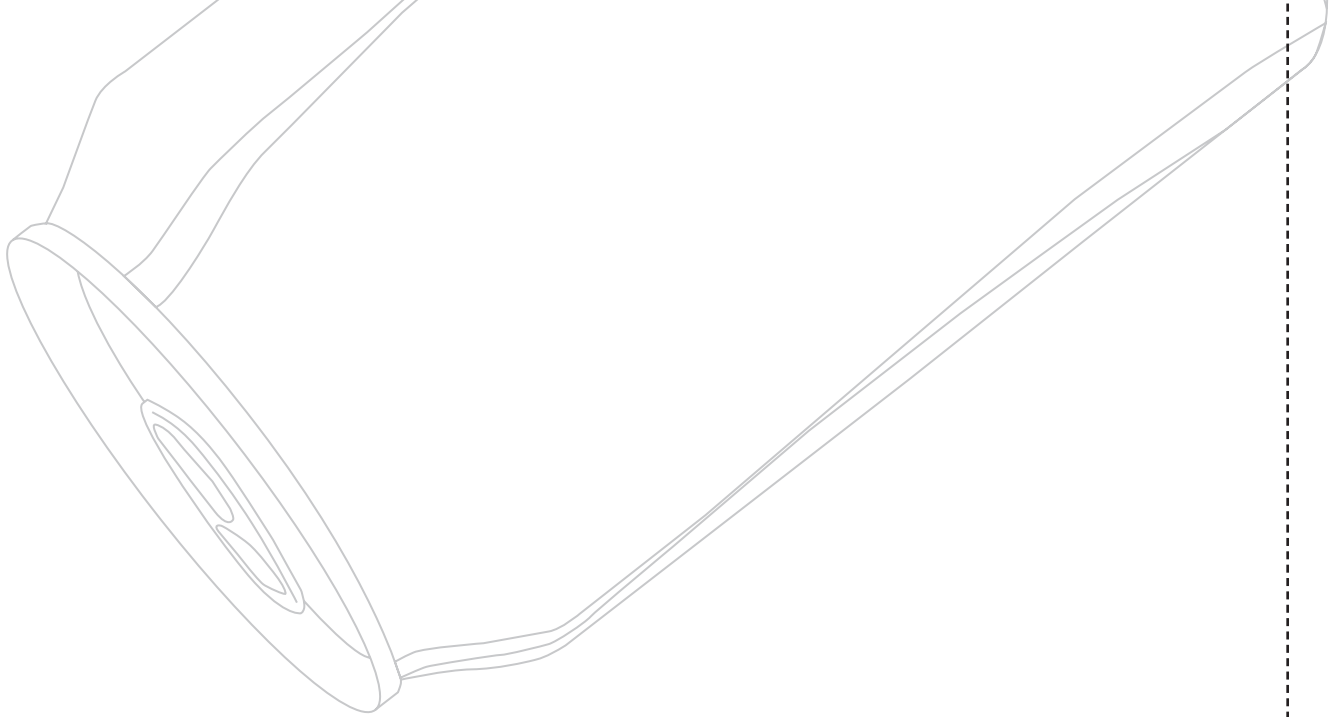
2

3

7. "Advertising creates attitudes and stereotypes which society follows."

"Society creates attitudes and stereotypes, and advertising reproduces this to sell products."

Using your examples above, write a short paragraph explaining which statement you believe is more accurate in relation to the advertising and packaging on display.



8. Some of the objects in the Museum are controversial. Give two examples of an advertisement or product which is challenging in today's society.

Advert/ Product

Reason it is controversial

1

2

9. The Museum should censor controversial objects to avoid offending visitors.”
Write down two reasons for and against this statement.

For

1

2

Against

1

2

10. What do you think? Should these objects be on display, and why?