

Kira Totty(4189)

Critical Reflection on Component 3

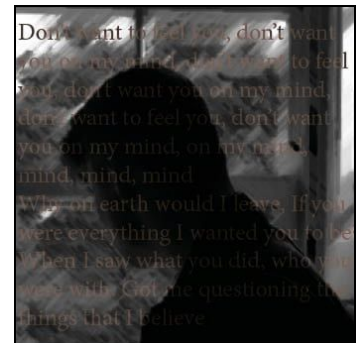
How do the elements of your production work together to create a sense of 'branding'?



By being able to create a sense of branding there needs to be a form of advertising campaigns or marketing strategies for the star, in order to build social status and fame to promote a product and to raise awareness.

Our mission statement helped us keep our star brand and consistency through Tyler having “a sombre twist within his R&B music” with a “quirky approach.” He is doing a very manly/macho activity. This focuses on his redemption and getting over the difficulties that lots of young people face. He is establishing a positive side for young men in

For example my star image target audience would expect to see an overarching idea of masculinity and a soulful RnB singer. This was evident in all of our products. Such as the mannerisms and closed body language and also the fighting and aggression displayed in the music video. The reflection looking out the window on the digipak by symbolically representing him as thoughtful by his pose in the library. The paradox of the star with him being both ordinary, extraordinary in order to use integrated advertising and keep our audience engaged through a preferred reading and pleasurable experience. For example barthes theory and the semicode of the expressive thoughtful side to the extraordinary. By heavily promoting our products through merch, linking call to action to integrate our products we can create a wider fan base in create more engagement between fans.



Overall by having a mission statement we were able to focus on signifying him being very manly and partaking in macho activities and keeping consistency of his star image. Having this coherence really helped with the design of the overall brand to signify a conventional metanarrative.

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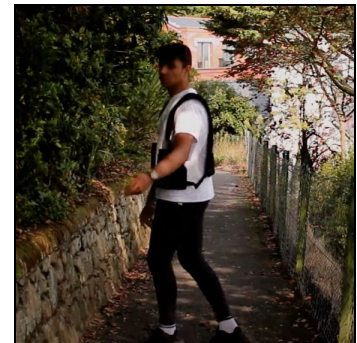
How did your research inform your products and the way they use or challenge conventions?



For our music video we researched into other professional videos towards our RnB genre. They mostly conform to live, staged videos which include a lot of editing. The Mise-en-scene focused on basic, modern plain outfits styled with accessories (chains, rings) with some neon costumes and utility vests. For example the video "Life is good" we watched by Drake included branded coats, basic shirts with gold jewelry. All of these elements are what Lacey would call the repertoire of elements. It's an act of "similarity and differences" towards a genre. An audience has certain expectations of text, and the features it includes.

The ingredients add to the blueprint of our genre such as masculine aggression which are typical to the genre. We are able to label our target audience so they can seek predictable pleasure.

Our music video challenged the typical conventions of our genre as we decided to use green and natural location, this may not have followed the typical blueprint but added a sense of reconstructing and a brighter side to overcoming heartbreak. However the black and white narrative was conventional as the star follows feelings of despair and ultimately redemption of the star, which can create an engaging image towards the audience and the boxing movie genre such as Rocky and the Raging Bull. As Altman explores the coding of conventions he also makes sure when we change conventions such as the label we have to be careful that the audience doesn't reject the text and mean the generic contract is broken. I don't believe we broke contact as we had our star building confidence and overcoming inconveniences in life and reconstruction of the star's image after heartbreak. We also used iconography through basic MES and gold jewelry conventional to the genre to keep generic features, with conventional body languages to lift through the RnB genre. An example of this would be his mannerisms such as his stance using closed body language, this typically shows an aggressive side to the star.



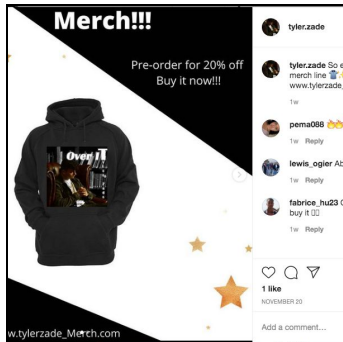
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Don't want to feel you, don't want
you on my mind, don't want to feel
you, don't want you on my mind,
don't want to feel you, don't want
you on my mind, on my mind,
mind, mind, mind
After on earth would I leave. If you
were everything I wanted you to be
When I saw what you did, who you
were with, but me questioning the
things that I believe

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How do your products engage with the audience?



The main aim of our social media page is to make sure the audience is interactively engaged. This was achieved through marketing and being able to advertise our products to create a brand, such as using merchandise and the ordering of the posts to build intensity towards purchasing.

The SMP is full of opportunities to engage the fans of Tyler Zade. This is shown through Halls Theory and what our posts encode and decode in order for our target audience to decode our posts and get a “preferred” reading. We researched demographics and psychographics of our audience to target our audience through Blumler and Katz Uses and Gratification as we know how they interact and their personal identity This can be shared with our stars and create a community for entertainment.

All of this was taken into consideration in order to make our market reach our audience and the ideology communicated, such as: values, attitudes and beliefs in order to serve their uses and gratifications. Using integrated advertising was able to help our drive engagement with our album release.

For our social media page it is essential we have media texts weaved in to these posts and follow Blumler and Katz. An example of this would be when our fans commenting on merch posts. They are able to feel part of these communities and be able to wear items that the star would be modelling themselves, with the idols giving them a paid opportunity to do that which is all done through synergy. By making sure we include all the information and features on the page such as the cover image, bio, websites, shop now and a personal experience.

Our audience is encouraged to engage with the star through instagram, we wanted them to participate in the marketing through the merch posts, which we received comments on. We also had tweets from celebrities so that they could relate to other singers who share the stars' same values. This endorsement is super powerful and used in a lot of media. We definitely had a build up of excitement created throughout our posts, starting from quotes from legends, election memes and then a short clip from our music video with dates and for music video and even more the album. For example the synergy, we included other brands such as Cernnuci jewelry which was used in our shoot before the album release to build excitement and engagement.

