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**How are the audience positioned by the representations in the WaterAid advert? (30 marks)**

Audience positioning

Representation in the advert?

 How is it constructed? Discuss technical codes (MES, sound, editing, cinematography)

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Audience positioning

Dominant ideologies, stereotypical, subverts, conforms, audience position, demographic, traditionally, live aid, conventional, unconventional, core messages, constructed, diegetic sound, non-diegetic sound, binary opositions, codes, slow-paced, fast-paced, non-stereotypical, re-presentation, cultural spheres, van zoonen, stuart hall, Gauntlett, Gilroy, post-colonial perspective, original, roles of women, proxemics, intertextuality