**Extension Activity**

**Levi-Strauss – Binary oppositions**

Texts are constructed through ‘binary oppositions’, e.g. the use of opposites to create effect

Key Question: Can you link Lévi-Strauss’ theory to the ***lyrics and the action***? What effect does this have on the audience?

**Extension Activity**

**Levi-Strauss – Binary oppositions**

Texts are constructed through ‘binary oppositions’, e.g. the use of opposites to create effect

Key Question: Can you link Lévi-Strauss’ theory to the ***opening 10 seconds of the advert***? What effect does this have on the audience?

**Extension Activity**

**Levi-Strauss – Binary oppositions**

Texts are constructed through ‘binary oppositions’, e.g. the use of opposites to create effect

Key Question: Can you link Lévi-Strauss’ theory to the ***on screen graphic*** “650 million people still don’t have access to clean drinking water” vs. ***the action constructed*** in the background *(end of the advert)?*