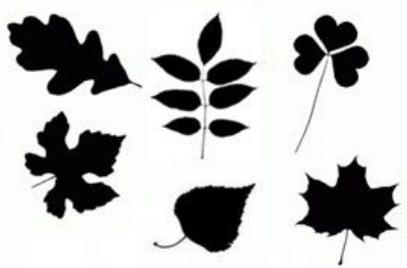




Unit	Media Ethics
Sub-unit	Semiotics
Title	Semiotics- Brands versus Leaves
Short summary	<p>This is an awareness raising exercise that shows the power of advertising and images.</p> <p>It can be used to show the power of representation and how semiotics, as the science of signs works and is important as we are often unaware of the influence signs can have on us.</p>
Learning Objectives	<p>The student compares images.</p> <p>The student understands the impact of semiotics in the context of branding and the prevalence of it.</p>
Method	Group work and Discussion
Material	<p>Material needed: Worksheet below:</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p>Name these brands</p>  </div> <div style="text-align: center;"> <p>Name these leaves</p>  </div> </div>

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	<p>Taken from:</p> <p>https://www.karenshanley.com/can-name-leaves/</p> <p>Answers: From left to right: Top Row: Oak, Ash, Wood Sorrel Bottom Row: Grape leaf, Birch, Maple</p>
Target group	14 years +
Duration	10 min
Introduction	<p>The teacher/trainer introduces the topic of semiotics. Has copies of the page 'Name these brands and leaves'</p>
Development	<p>The teacher/trainer puts the group into smaller groups or pairs. Hands out one page to each group. The teacher/trainer asks participants to identify the brands and leaves. Every group reverts back to the full group. Teacher/ trainer asks how this process was for everyone. Why was it easy or difficult? What does that mean in the wider context?</p>
Assessment of learning outcomes	<p>The trainer / teacher provides further information on semiotics. Group summarises results together.</p>

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