Baudrillard: worksheet

5.5 Apply it: locating hyperreal inertia in advertising set texts

revise it: pages 53-5

	How might this advertising set text lead audience's to respond with hyper real inertia?
Identify how **mise scene** elements construct ideals. Think about: costume, colour coding, setting, body language.	
Identify how **narrative** features reinforce ideals. Think about: binary oppositions and character transformations.	
Identify how **camera** and **sound** reinforce ideals. Think about sound tone, instrumentation, volume, camera movement, tilt, composition.	
Identify how **editing** reinforces ideals. Think about post production effects, titles, editing tempo and transitions.	

What effect does the idealised presentation identified above have on the product's viewers?

- Does the set text nurture mistrust? Is the product too ideal to be believed?