

DESCRIBING AND ANALYSING AN ADVERTISEMENT

I - INTRODUCTION: PRESENTING THE DOCUMENT

<i>What is the product advertised ?</i>	This document is a full page advertisement. It is an English / American advert, by a Bank / an Insurance Company / a political party
<i>Who is the promoter ?</i>	
<i>When did this ad appear ?</i>	It is an advert which appeared recently / in the sixties / in the eighties...
<i>Where did it probably appear ?</i>	It probably appeared in a magazine / a newspaper / on a billboard
<i>Who is the target ?</i>	<ul style="list-style-type: none"> • It mainly addresses teenagers, men, women, an elite, a special social group • It is aimed at... mothers, parents • It is meant to reach...
<i>What is it for ?</i>	This advert is aimed at making people buy, informing, convincing, promoting...

II - COMMENTARY: DESCRIBING AND ANALYSING THE ADVERTISEMENT

① § DESCRIBING THE GENERAL LAYOUT

		<i>CONNOTATIONS & USEFUL VOCABULARY</i>
ILLUSTRATION	<p style="color: red;"><u>The nature of the illustration</u></p> <p style="color: red;"><u>The structure:</u> characters / objects / setting / time</p> <p style="color: red;"><u>Camera angles</u></p> <ul style="list-style-type: none"> • a close-up, a long distance shot • a downward view (1), an upward view (2) • The subject is seen from above, from below • The horizon is close, far away (3) <p style="color: red;"><u>Major lines</u></p> <ul style="list-style-type: none"> • There are many vertical/ horizontal/ diagonal lines (4) • There is a sense of perspective given by... • There is a feeling of movement suggested by... <p style="color: red;"><u>Space distribution</u></p> <p>The way surface is distributed in the picture gives more (less) importance to an element.</p> <p style="color: red;"><u>Referential images</u> characters / objects</p> <ul style="list-style-type: none"> • can be • can give • is / are presented as <p style="color: red;"><u>Colours / settings / time references</u></p> <p>They can symbolise ideas / feelings / concepts</p>	<p>It is presented in the form of a cartoon / a drawing / a photograph</p> <p>in the foreground / in the background / in the middle / on the left / on the right; we can see / guess...</p> <p style="color: green;">(1) <i>If the subject is seen from a high-angle shot (downward), it makes him appear smaller, unimportant and even ridiculous.</i></p> <p style="color: green;">(2) <i>If the subject is seen from a low-angle shot (upward), it makes him appear taller and bigger and it can make him look more impressive.</i></p> <p style="color: green;">(3) <i>A low horizon conveys a feeling of freedom. A high horizon makes the viewer feel claustrophobic.</i></p> <p style="color: green;">(4) <i>An X composition generates a feeling of order and stability.</i></p> <ul style="list-style-type: none"> • <i>If the vertical lines are apparent, there is a movement towards the sky and spirituality.</i> • <i>If the horizontal lines are predominant, there is a connotation of materialism.</i> • <i>A harmonious combination of vertical and horizontal lines results in an impression of peacefulness and calm.</i> • <i>A picture containing no lines, no bearings may create an impression of anxiety or even anguish..</i> <ul style="list-style-type: none"> • an obvious reference to our cultural background (ex : <i>The Mona Lisa</i>) • a slightly distorted image of... • a parody of... <ul style="list-style-type: none"> • red can suggest blood / anguish • blue can symbolise the sea / the sky / peace • black may remind us of death • green is a symbol of nature • sea and sun suggest summer time and holidays • night is synonymous with fear

CATCHPHRASE	It attracts the attention of the reader. It encourages him to read what follows.	The ad-man mainly uses the imperative mood in order to make the viewer react / act
CAPTION / TEXT	It gives a (detailed) account of the advantages of the product. It gives information using key words.	
LOGO	It allows the viewer to recognise the product at a glance.	It symbolises a flower / the union of opposites
BRAND NAME	It is the name of the product.	
SLOGAN	It associates the product to a key-sentence.	The slogan is a well-known one / reminds us of ...

2 § ANALYSING THE ADVERTISEMENT

		<i>SOME EXPRESSIONS YOU CAN USE</i>
What is / are the most important element(s) in this ad?	It / they can be expressed in the catchphrase, the illustration or both	* The most important element is in the catchphrase. The ad-man does that in an attempt to... show suggest indicate that
How is the attention of the reader attracted?	Some elements are used alone, others in combination . <ul style="list-style-type: none"> the size of the lettering an unusual perspective the use of colour(s) the use of white space the emphasis on a single element - a word for example a distinctive style an incomplete message the place of the logo, slogan and catchphrase 	1. By drawing our attention to the size of the lettering, the ad-man's purpose is to... 2. He emphasises this element in an effort to so as to in order to obtain... convey an impression of suggest
What approach does the advertiser adopt?	It is for instance <ul style="list-style-type: none"> a factual approach (<i>technical facts, logical reasons</i>) an emotional approach (<i>human interest</i>) a short story approach (<i>solution, happy ending</i>) a humorous approach a symbolical approach (<i>massive use of colours</i>) 	* The fact that the ad-man adopts an emotional approach tends to indicate show imply that...
What motivations or needs are targeted ? What are the ad-man's intentions?	<ul style="list-style-type: none"> Education Freedom Leisure activities Consumption <u>Study the concepts, feelings, values the ad appeals to :</u> <ul style="list-style-type: none"> <i>thirst for, craving for</i> <i>comfort, reliability</i> <i>desire, admiration, superiority</i> <i>fear, security, maternal instinct</i> <i>happiness, envy</i> <i>solidarity, self-esteem</i> <u>Study the elements which are used to evoke these concepts, feelings and values:</u> <ul style="list-style-type: none"> <i>status symbols</i> <i>sex appeal, beauty</i> <i>nature</i> 	* The promoter's aim is - to improve one's education / - to make one's feel free - to make one's enjoy one's leisure activities - to make one's buy a product which is cheaper or technically more advanced * By appealing to our feeling of superiority, the ad-man - wants to / intends to make us feel make us realise make us understand that... - wants the reader to feel realise understand that...

III - CONCLUSION: GIVING YOUR PERSONAL OPINION ON THE ADVERTISEMENT

What is the impact on the reader ?	* This advert may have a great impact on people who...
Is the aim of the advertiser reached ? Why ?	* It has a great impact on me. I find... * I find the ad well built / attractive / convincing / successful / efficient... because the ad-man finds the right arguments to convince people to...
What is your personal opinion ? Why ?	* My personal feeling is that... / * In a word I think this advert is...because