

## DESCRIBING AND ANALYSING AN ADVERTISEMENT

### I - INTRODUCTION: PRESENTING THE DOCUMENT

<i>What is the product advertised ? Who is the promoter ?</i>	This document is a full page advertisement. It is an English / American advert, by a Bank / an Insurance Company / a political party
<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"> <li>• It mainly addresses   teenagers, men, women, an elite, a special social group</li> <li>• It is aimed at...   mothers, parents</li> <li>• It is meant to reach...  </li> </ul>
<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 &amp; USEFUL VOCABULARY</i>
<b>ILLUSTRATION</b>	<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"> <li>• a close-up, a long distance shot</li> <li>• a downward view (1), an upward view (2)</li> <li>• The subject is seen from above, from below</li> <li>• The horizon is close, far away (3)</li> </ul> <p style="color: red;"><u>Major lines</u></p> <ul style="list-style-type: none"> <li>• There are many vertical/ horizontal/ diagonal lines (4)</li> <li>• There is a sense of perspective given by...</li> <li>• There is a feeling of movement suggested by...</li> </ul> <p style="color: red;"><u>Space distribution</u> 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"> <li>• can be</li> <li>• can give</li> <li>• is / are presented as</li> </ul> <p style="color: red;"><u>Colours / settings / time references</u> 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"> <li>• <i>If the vertical lines are apparent, there is a movement towards the sky and spirituality.</i></li> <li>• <i>If the horizontal lines are predominant, there is a connotation of materialism.</i></li> <li>• <i>A harmonious combination of vertical and horizontal lines results in an impression of peacefulness and calm.</i></li> <li>• <i>A picture containing no lines, no bearings may create an impression of anxiety or even anguish..</i></li> </ul> <ul style="list-style-type: none"> <li>• an obvious reference to our cultural background (ex : <i>The Mona Lisa</i>)</li> <li>• a slightly distorted image of...</li> <li>• a parody of...</li> </ul> <ul style="list-style-type: none"> <li>• red can suggest blood / anguish</li> <li>• blue can symbolise the sea / the sky / peace</li> <li>• black may remind us of death</li> <li>• green is a symbol of nature</li> <li>• sea and sun suggest summer time and holidays</li> <li>• night is synonymous with fear</li> </ul>

<b>CATCHPHRASE</b>	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
<b>CAPTION / TEXT</b>	It gives a (detailed) account of the advantages of the product. It gives information using key words.	
<b>LOGO</b>	It allows the viewer to recognise the product at a glance.	It symbolises a flower / the union of opposites
<b>BRAND NAME</b>	It is the name of the product.	
<b>SLOGAN</b>	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>
<b>What is / are the most important element(s) in this ad?</b>	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
<b>How is the attention of the reader attracted?</b>	Some elements are used alone, others in combination . <ul style="list-style-type: none"> <li>the size of the lettering</li> <li>an unusual perspective</li> <li>the use of colour(s)</li> <li>the use of white space</li> <li>the emphasis on a single element - a word for example</li> <li>a distinctive style</li> <li>an incomplete message</li> <li>the place of the logo, slogan and catchphrase</li> </ul>	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
<b>What approach does the advertiser adopt?</b>	It is for instance <ul style="list-style-type: none"> <li>a factual approach (<i>technical facts, logical reasons</i>)</li> <li>an emotional approach (<i>human interest</i>)</li> <li>a short story approach (<i>solution, happy ending</i>)</li> <li>a humorous approach</li> <li>a symbolical approach (<i>massive use of colours</i>)</li> </ul>	* The fact that the ad-man adopts an emotional approach tends to indicate show imply that...
<b>What motivations or needs are targeted ?</b>  <b>What are the ad-man's intentions?</b>	<ul style="list-style-type: none"> <li>Education</li> <li>Freedom</li> <li>Leisure activities</li> <li>Consumption</li> </ul> <u>Study the concepts, feelings, values the ad appeals to :</u> <ul style="list-style-type: none"> <li><i>thirst for, craving for</i></li> <li><i>comfort, reliability</i></li> <li><i>desire, admiration, superiority</i></li> <li><i>fear, security, maternal instinct</i></li> <li><i>happiness, envy</i></li> <li><i>solidarity, self-esteem</i></li> </ul> <u>Study the elements which are used to evoke these concepts, feelings and values:</u> <ul style="list-style-type: none"> <li><i>status symbols</i></li> <li><i>sex appeal, beauty</i></li> <li><i>nature</i></li> </ul>	* 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

<b>What is the impact on the reader ?</b>	* This advert may have a great impact on people who...
<b>Is the aim of the advertiser reached ? Why ?</b>	* 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...
<b>What is your personal opinion ? Why ?</b>	* My personal feeling is that... / * In a word I think this advert is...because