

DESCRIBING AND ANALYSING AN ADVERTISEMENT

I - INTRODUCTION: PRESENTING THE DOCUMENT

What is the product advertised ? Who is the promoter ?	This document is a full page advertisement. It is an English / American advert, by a Bank / an Insurance Company / a political party
When did this ad appear ?	It is an advert which appeared recently / in the sixties / in the eighties...
Where did it probably appear ?	It probably appeared in a magazine / a newspaper / on a billboard
Who is the target ?	- It mainly addresses teenagers, men, women, an elite, a special social group - It is aimed at... mothers, parents - It is meant to reach...
What is it for ?	This advert is aimed at making people buy, informing, convincing, promoting...

II - COMMENTARY: DESCRIBING AND ANALYSING THE ADVERTISEMENT

1§ DESCRIBING THE GENERAL LAYOUT

ILLUSTRATION	<u>The nature of the illustration</u> <u>The structure:</u> characters / objects / setting / time <u>Camera angles</u> - 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) <u>Major lines</u> - There are many vertical / horizontal / diagonal lines (4) - There is a sense of perspective given by... - There is a feeling of movement suggested by... <u>Space distribution</u> The way surface is distributed in the picture gives more (less) importance to an element. <u>Referential images</u> characters / objects - can be - can give - is / are presented as <u>Colours / settings / time references</u> They can symbolise ideas / feelings / concepts	<u>CONNOTATIONS & USEFUL VOCABULARY</u> It is presented in the form of a cartoon / a drawing / a photograph in the foreground / in the background / in the middle / on the left / on the right; we can see / guess... (1) If the subject is seen from a high-angle shot (downward), it makes him appear smaller, unimportant and even ridiculous. (2) 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. (3) A low horizon conveys a feeling of freedom. A high horizon makes the viewer feel claustrophobic. (4) An X composition generates a feeling of order and stability. - If the vertical lines are apparent, there is a movement towards the sky and spirituality. - If the horizontal lines are predominant, there is a connotation of materialism. - A harmonious combination of vertical and horizontal lines results in an impression of peacefulness and calm. - A picture containing no lines, no bearings may create an impression of anxiety or even anguish.. - an obvious reference to our cultural background (ex : The Mona Lisa) - a slightly distorted image of... - a parody of... - 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
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