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Year 8 English

Visual Texts

Book 4: Analysing Advertisements & Reflection

PROFECTUS



Analysing Advertisements

1. Identification

- What is the purpose of the advertisement? What's it for?
- Information about the product
- Origin of the document (magazine, newspaper etc. if known)
- General topic

2. Structure & Description

- Structure of the picture: background/foreground, the lines, focal points, layout etc.
- Analysis of the shots used (high angle , low angle , wide angle, close up etc).
- Visual techniques: colour symbolism, motif, tone, salience, juxtaposition, symbolism, body language,

3. Interpretation & Further Analysis

- Analysis of the slogan: size, words, grammatical structure, font, tone.
- Target: age, sex, occupation, social class
- Interpret the feelings of any characters in the ad
- Any relation to historical or social context?
- Feelings and impact on the reader (pathos, ethos, logos etc).

Useful Vocabulary

Verbs : to inform, to persuade, to convince, to promote, to entertain, to amuse, to influence people's attitudes and behaviour, to pass on a message, to shock, to surprise, to boost sales, to criticise the competition, to show, to prove, to make somebody aware, to represent, to imply, to involve, to convey, to emphasize, to highlight, to symbolize etc.

Expressions : This advertisement appeals to our feelings / our emotions / our intellect / our senses / our sense of humour / our paternal or maternal instincts / our desire to be in good health / our wish to be beautiful and desirable / our love for nature or animals / our desire for exoticism / etc.



What is the purpose of the advertisement? What's it about?

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What is the general structure of the advertisements? What techniques are used?

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What is slogan saying? Comment on size, words, grammatical structure, font, tone etc.

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What is the impact on the reader? What feelings does it evoke?

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What is the purpose of the advertisement? What's it about?

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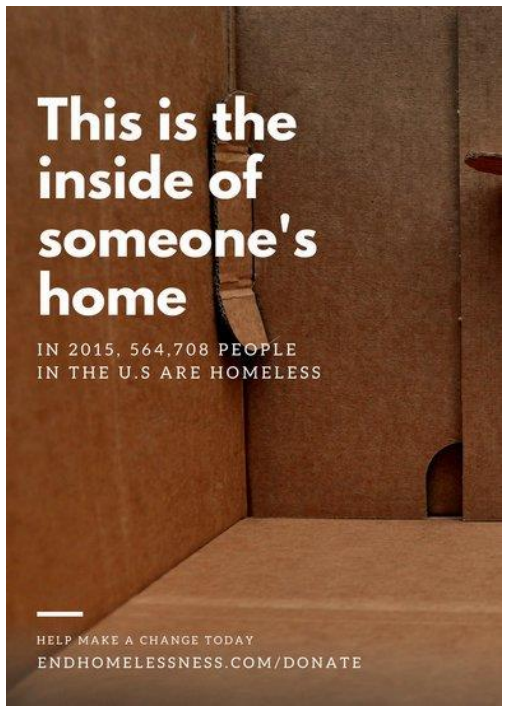
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What is the general structure of the advertisements? What techniques are used?

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What is slogan saying? Comment on size, words, grammatical structure, font, tone etc.

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What is the impact on the reader? What feelings does it evoke?



Discuss the following print advertisement and how it is effective.

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What is the main message of this advertisement? How does it achieve this?

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Reflective Writing

Last lesson we looked at reflecting on pieces of writing that you have done previously. This is in preparation of reflecting on future English related work that you will be required to reflect on which will primarily be non-analytical work. Reflecting on imaginatives/discursives/persuasives has a different style. The structure is as follows:

1. Purpose – **what** was the purpose of your text? Why did you make it?
What was it intended to be about? Who did you make your text for?
2. Analysis – reflect on **how** you tried to achieve your purpose and goal.
What techniques did you use? How did you structure it?
3. Evaluation – did it work well? How did it turn out? Were you successful?
What would you have changed? What didn't work quite well? What areas do you need to improve in? What was your strength?

It is important to evaluate all your techniques and methods you used in your text and how effective they were in achieving their intended goal. For example, if you used a metaphor, analyse the use of that metaphor and then evaluate if it was successful in giving the effect you wanted.

Finally at the end is when you do your major overall evaluation of your piece and is the most heavily reflective part. Try and answer the questions outlines in the evaluation dot point. Even if you aren't required to do reflections for school, you should try and do one after a major assessment or whenever you create a piece of work as practicing this skill is essential in improving.