

Analysing advertisements
(Media)

Most companies use advertisements as a type of media to advertise their business to attract customers so that they can earn money. To attract these customers, they must use persuasive language and eye-catching items on their advertisements. Most advertisements are very strange and include unusual items, as businesses will do anything to attract more customers. These unusual items are used to grab our attention, which is good as that is what it is set out to do; seize our attention and then persuade us to purchase the item the consumer is advertising.

The first advertisement I am going to analyse is from the 'Dogs Trust' who are advertising for people to sponsor a dog for just one pound a week.

Three quarters of the advertisement has a yellow background with hearts that meet together in the middle where there is a dog. Around the dog, it writes; '*Could it be you who captures my heart?*' underneath that, there is a paragraph that writes; '*I really hop it is! I'm an abandoned dog who can't wait to give you my love. Your gift of 31 a week to Dogs Trust is vital. Some dogs have been so hurt in the past that it is hard for them to find another home. Which is why your sponsorship is so important to us, to help pay for the food and care we need for the rest of our lives. In return, we'll write regularly to tell you how we are. So please give a dog like me just a little of your love and we'll give you all of ours.*' The rest of the advertisement is a form for the sponsor to fill out and send to the Dogs Trust saying that you agree to sponsor a dog for one pound a week.

Overall the advertisement is very persuasive by using persuasive language that touches your heart. It makes you feel so sorry for this dog and other dogs in this situation that you want to help them in any way you can and in this case, giving one pound of your money every week is the way you can help them.

Firstly, the yellow background stands out and catches your eye, as it is bright, bringing you attention to the advertisements. The background also includes hearts which come out from the dog representing love the dog has to offer and that it is all about you sharing your love as well, linking to the theme that the dogs want to be loved. This means not only are the hearts coming out of the dog but they are also going into the dog who is receiving your love.

The dog in the centre of the background is quite large as it is all about dogs. The dog looks very innocent and a type of dog who has a sweet lovable character, making it irresistible to avoid and move on without thinking about this poor innocent dog who has been through a hard time and only wants to be loved and cared for in the best way so that he can live his life happily.

The red writing, written in capitals stand out on the yellow background. Additionally the red colour could represent love, building up on the theme of exchanging your love with your sponsored dog's love. '*Could it be you who captures my heart*' is a simple question with a simple answer of yes or no and therefore will engender the feeling awkwardness if you don't sponsor the dog. It is also being asked by the dog itself and is directed straight at the reader as we can see as the word 'you' is used; this makes it more personal and friendly so you can relate to the advertisement more as the dog is talking you and you only. The word 'captures' is quite strong and suggests that the dog has been through a very hard life full of misery and therefore needs to be loved

again and saved, this puts more pressure on the reader to sponsor the dog this dog's heart need to be captured and needs to know if you are the one to do it and love him like no one has done before.

The paragraph below the question is a story narrated by the dog, explaining what they have been through and why they need to be sponsored. It encourages you to think that it is not just one dog in this situation but many others so your money would be their greatest type of help to live what they think is a "normal" life where they can finally be healthy and happy. We also get an insight into the dog's feelings and we can see that it is directed to the reader once again making it personal. The paragraph also suggests that this dog wants *you* to sponsor him, as he knows you have enough love to share with him too. Additionally, you get something in return so you know that your one pound a week is going to this dog and no where else as in return the dog will write to you regularly telling you how they are, leaving one less thing to worry about and giving another reason to sponsor a dog.

Below, there is a strip of black colour and white writing that stands out visibly on the black, it writes; '*yes I'd love to sponsor a dog for just £1 a week*', after reading the story, they are sure you would want to sponsor a dog so they write a reply from you, answering the dog so it seems more like a conversation rather than a normal advertisement describing about sponsoring a dog. Beside it, there is a picture of a one-pound coin. This coin allows you to realise that it is only one coin out of your money, which seems not much money at all, giving another reason to sponsor.

The form at the bottom of the advertisement gives information of important details, which are written in bold so that it is easier to read and quicker to pick out instead of reading everything. The form supplied also makes it quicker to get started; all you have to do it fill out the form and send it off. Finally there is no stamp required, making it cheaper and to easier the send, causing less trouble to the reader.

As we can see this advertisement is full of persuasive language but puts it into a personal and friendly way, having a conversation with reader while producing more reasons to sponsor a dog.

The second advertisement I am going to analyse is by 'Garnier' and is about a cream that resists the signs of ageing called '*Garnier Nutritionist Advanced Skincare*'. This advertisement is aimed at older aged women, as young people do not need to worry about wrinkles and other old age problems. Unlike most advertisements, this one is a double page, which grabs the readers attention more efficiently as they cannot avoid it as it takes a up a double page.

Firstly, on the first page, there is a face of a girl, which is very unusual and extremely eye catching, as you do not expect to see a zoomed in picture of a face. However, she is very attractive and everyone would like to look like this and would do anything but there is a simple way to look like this; by using the cream, which is being advertised. She also has no wrinkles, making you wonder how she has overcome or prevented the signs of ageing. Additionally there are some unusual metal wheels on her nose, which can trouble the reader but will make them think; 'what is this all about?' and wanting to read on and find out.

Furthermore on the top of the first page is some writing in black, which stand out on the lady's fair skin, it writes; '*To help resist the signs of ageing,*' this sentence as not been finished and this would make the reader intrigued to find out what the rest of the sentence is and the how to resist the signs of ageing, as they have probably guessed that the next part of the sentence would be saying how. The word 'resist' is written in bold as it what the cream will do. Also it is what everyone wants to know how to resist the signs of ageing as it one of the major things that older aged women want to

resist or reduce. The sentence is also saying; 'keep looking to find out how to resist the signs of ageing' and that is what the reader will do.

On the next page, the background is black and the writing is mostly white and green, which noticeably stands out on the dark background.

Firstly the first thing on the second page is the next part of the sentence, saying how to resist the signs of ageing, which is to 'supplement your skin.' they are trying to say the only way to supplement your skin is to use this cream, which readers are being attracted to.

Next there is a picture of the product in one third of a circle, another third is written '*omega 3+6*' and the last is written '*magnesium*' giving us an idea that it is full of good things and nothing artificial, producing another reason to purchase the product.

Below there is table telling you everything the cream does and what each nutrient is specialised in so that you don't need to read the back of the cream at the nutrient information. Additionally above the table there is a box with a white background with the title of the product in bold so you know what to buy and what it does overall. Below the box, it also mentions what Garnier skincare products undergo.

In the advertisement there is a mark showing that they won the Best Day Cream at the Grazia Best in Beauty Awards 2005. Also it also mentions that Garnier skincare research is supported by the British Skin Foundation so it must mean that not only is the product good as it won an award but the company 'Garnier' can be trusted as it is supported by a large, well known organisation, providing a very good reason to buy the product.

Finally, this advertisement concentrates on the facts of the product using unusual pictures and tables. Although it is mostly factual, it is projected in a strong persuasive way that will get the reader to buy the product, which is the aim of the advertisement.

In conclusion we can see that these two advertisements are completely different; the way they are set, their chosen colours and the type of language they use, factual or a friendly more personal approach but they both trying to attract readers for some reason by using persuasive language, either to sponsor a dog or buy a product.