

English Media Essay

The two advertisements, which I have chosen to compare, are on car and a pair of tires. Car is a Mercedes Benz and the pair of tires are made by BFGoodrich. Both these cars seem to appeal to men and both of these advertisements have a sufficient number of words in them.

The Mercedes Benz seems to be targeted at a rich and sophisticated person who enjoys taking a walk on the wild side. Such words as “carve” and “slice” seems to give the image of living on the edge. This advert also seems targeted at a cool middle-aged person, probably to some one around the age of 20 to 40. The phrase, “burn your way down every avenue.” Seems to give the image of a young person driving down the road at a fast and intense speed. The strong masculine colour of blue seems to target strong masculine men. The colour of the advert seems to pump the testosterone through men’s veins whilst the car itself turns the man on but yet still it is just a simple advertisement. The advertisement seems to be targeted mostly at men then women because the car seems to be pleased in the middle of a runway. The runway is mostly associated with fighter plains, where men’s testosterone is at its highest.

The BFGoodrich Tires advert Seems to targeted at the rich “baller” who has enough money to satisfy very elegant women. We also know that this is aimed at men because the word ‘he’ pops up a few times in this paragraph. Words such as “all-star baller” and “pure star baller” seem to suggest a well deserved rich person. Words such as “star” associates with glamour and elegance, whilst words such as “baller” and “power” seem to suggest power and sophistication. The car seems to be reflecting the colour of blue and also every one in the picture is wearing blue; this sense of blue seems to push the testosterone to a higher level. In the writing we see the word “baller” and the man holding two women in his arms seem to interact with each other. This advertisement seems to be trying to say that, if he buys these tires than he would become a “baller” and therefore get all the women that he wants.

This car can be associated with a business class person who might be single and also has enough money to buy him or herself a Mercedes Benz. The car is taken in such an angle that it looks quite cool and fascinating. The car does not look over powering, the camera angle give you the image of being layback, this might suggest that once you’re in the car you will feel layback and cool. The name Mercedes Benz is already associated with high class, expensive, business class people. The colour of the car seems to make the car look even more expensive than it already is. This advertisement can associate with every boy’s fantasy; most boys at an early age are fascinated with racing cars. This car seems to be set in the middle of a racing area where boys can just chill and do what they like to do best. To a girls point of view this car can be associated with an independent women, a women that does not need a man to satisfy her. A stereotypical person in this car would be a businessman or women.

This advertisement can be associated with a cool young man who would like to have fun and at the same time attract the ladies. This 4 by 4 is taken in such a way that it is advertising the tires and yet still be over powering. In a women’s point of view, this advertisement could be associated with a young women who would like to enjoy her self and go out partying. The way that this 4 by 4 is taken seems to suggest that who ever is driving this car will be over powering able also able to achieve all their goals. The colours of the whole advertisement seem to suggest that calmness.

This advertisement can be associated with a night out at the clubs. For instance the reflection in the car it self seems to suggest that these tires would make you look very cool when you go for a night out at the clubs. A stereotypical person in this car would be someone who likes to go to clubs a night.

The style of words in the Mercedes Benz advertisement seems to be very masculine such as “Carve, slice and burn.” This seems to suggest the image of a strong person. The phrase “You’re the hot knife. Everything is you butter” seems to give an image of a cool person speeding down the road in his or her new Mercedes Benz. Such words as knife gives the image of sharpness this also associates with the colour of the car and also in the camera angle of the car makes the car look sharp as well. Sharp can also mean sharp and smart looking. The word butter gives the image of being slick this also gives the image of a person driving down the road in their new slick Mercedes Benz. The phrase “you’ll look good in it too” gives the impression that the car is good looking so in conclusion would make you look good as well. The Mercedes Benz logo is actually quite simple, it only has two colours and it is not big but yet still in stands out. The symbol in the middle of the logo is a three-pointed star this relates to being absolutely perfect and also total peace.

The style of words in the BFGoodrich Tires advertisement is quite formal. There are hardly any words in this advertisement, which could be considered as slang. Although the picture in this advertisement might suggest that these tires are for young people, the wording might suggest that this tires are also for people who are serious with there life. The word “leap” means big jump, this might suggest that if you buy these tires you would be going for the jump of you life.