

Media Essay - Analysing advertisements

The model used in the advertisement is a Caucasian female of roughly 30 years. The way in which the woman sits suggests that the clothes she is modelling is comfortable. Her body language is bold and confident giving the impression that she feels good about her self in the clothes she is modelling.

The advert is set in a swimming pool; the model is seated in an inflatable chair which is blue in colour to match the water so as the vibrant pink clothing she is wearing stands out and is noticeable as this is the product being advertised. The water is also rippled to make the advertisement stand out and more noticeable to readers.

The advertisement is a double spread, however, the main features only take up one page, and the rest is of water, this makes the advertisement more noticeable and interesting as there is a lot to look at.

The text is simple:

Monsoon, Create a Storm

This makes the advert simple yet effective as the caption 'create a storm' makes the reader think. It also implies that by wearing monsoon clothing, you will stand out and make a big impression. The writing also relates to the picture, as the water ripples suggest a storm, as if the clothing from the model is creating them. The caption is related to the company name as it suggests creating a storm and a 'Monsoon' is a type of storm.

Two different fonts are used, one for the company, and one for the caption.

The company font is bright red, large and noticeable to readers.

The font used for the caption is black and bold; it isn't as large as the company title but easier to notice because it has been given a white background making it stand out more.

The advertisement is aimed at adults, judging from the age of the model, people of 25 and above. The style of the advertisement also implies this as it hasn't got anything that would be particularly intriguing to children, also the style and choice of writing.

The advertisement would most likely be found in adult magazines that are about beauty, fashion .etc. the advertisement would most probably be found during the middle of the magazine as it is a double spread and when 'flicking' through the magazine it would be very bold and noticeable.

The company this advert was made for is Monsoon, a clothing and accessories shop.

It was made to attract people to buy their products and is a large campaign; other adverts are made for the company with the same caption and different pictures.

The overall message of this advertisement is that Monsoon clothing is best; it gives the impression that its products will make you better looking, vibrant and irresistible.

There aren't any particular stereotypes used in the advertisement apart from the model being, blond, immensely thin and with blue eyes.

In my opinion this advertisement is quite effective; I think that its simple design is bold and eye-catching, as you don't have to spend a long time reading it. The use of a large picture means there is something interesting to look at instead of lots of text which is boring to the reader.