

English Media Coursework

In the following essay, I will be analysing and comparing three advertisements. These will be for the following cars: 'Mazda 2' a car produced at the end of the twentieth century and aimed at the family market, the 'Citroen Saxo Forte' a car produced in the mid nineteen nineties and aimed at women and young adults that are looking for their first car and the 'RVT S3' a sports car aimed at older men in the twenty first century. The RVT advert is saying to the reader 'if you want a life of luxury, speed and style then but this car'. The Mazda advert is instructing the reader to 'stay alive with the car and buy it'. The message of the Saxo advert is 'get value for your money and still stand out in this car and so buy it'. The three cars are very different, aimed at different markets and in different years. This is the predominant reason why I chose these three vehicles. Their differences highlight the impact the target market has on a car advertisement.

The Mazda 2 is a family orientated car and this is reflected in the advertisement and general marketing of the car. The use of the play on words 'Breathe in, Drive out' in the advertisement is very clever. The concept is quite intellectual but can be understood with a little bit of thought. This is appropriate because the advertisement was featured in a Sunday Times Magazine, a supplement to the Sunday Times Newspaper. The Sunday Times is a broadsheet newspaper, which is mostly read by intelligent people who can understand things like this.

The Citroen Saxo advertisement is quite simple. This is shown by the slogan 'if it's value and style you're looking for, look no further'. This car is aimed at young adults and women and these are the things that they are looking for when buying a car.

The RVT S3 advertisement is also quite simple. The slogan 'Own an RVT, Live Your Dream'. This makes the reader think that this is only a car that you can dream about. This works well as men aspire to fast sports cars and so this car is perfect for them. Therefore, this advertisement will attract their attention.

The target audience of the three advertisements differ considerably and these are apparent immediately.

The RVT S3 is a car that is made by RVT who are a British manufacturer and the advertisement is aimed at older men. Older men aspire to fast cars and luxury. The advertisement is personal and friendly using direct language such as 'you' and 'we'. The vehicles performance is also mentioned because this adds to the element of speed and a fast car.

The Mazda 2 is made by Mazda who are a Japanese manufacturer and is aimed at the family market. The car would probably be used as a family's main car and owned by the male. Safety and Reliability are put forward because these factors are important to families. The writing uses direct language and is personal and friendly. There is no use of third person because this would make the writing impersonal and there is nothing there to offend anyone such as ageism or sexism, which can be present in some advertisements.

The market for the Citroen Saxo Forte is very different from the other two advertisements. The car is aimed at women and young adults who are looking for their first car. They are looking for a car that is quite cheap to buy,

low cost to run, easy to insure and looks quite good. They don't have much money to spend so this car is perfect for them.

In the Mazda advert the second sentence says 'Our tough new supermini'. The important part of this sentence is the adjective 'new'. It creates an image of something that is different, modern and better. The second sentence is a three-part list, which lists the points about the car. The three-part list is a persuasive device that is used in many advertisements and builds impact. The text starts off with a rhetorical question 'Who says driving can't be therapeutic?' This adds to the persuasiveness of the advert and immediately makes the reader read the rest of the text because they want to know why driving this car will be therapeutic. Throughout the advertisement, many adjectives are used such as 'tough', 'new', 'nimble' and 'great'. These are a persuasive technique used in many adverts to make the text powerful and attractive to read.

The text in the RVT is quite similar to the Mazda advertisement. It starts off with a rhetorical question 'Who says you can't drive fast and safe.' This is a very powerful persuasive technique and makes the reader read on because they want to know why you can drive fast and safe in this car. The second sentence has the adjective 'new' in it, which suggests to the reader that this car is modern and better. The fourth sentence is a three-part list, which builds impact and adds to the persuasiveness of the advert.

The language used in the Citroen Saxo advertisement is very persuasive and links well to the target audience. There is no technical jargon about the engine specification because women do not want to know this, all they're bothered about is the look and image and what the car can do for them. The text starts off by saying 'if its value and style you're looking for, then look no further.' This is a good opening sentence because it is persuasive and makes you read on about why you get value for money. It reads on to say 'the Saxo is a real head turner,' and 'but then the Saxo always has been hard to resist.' This is very persuasive as this is exactly what the target audience is looking for. The car features are then listed in a small paragraph halfway down on the right of the page however the eye is first drawn to the left of the page where the picture of the car is.

The layout of an advertisement is very important and often is the reason why the reader stops and reads the advertisement.

The layout of the Mazda advertisement is quite simple. There is a title with a picture below it and then some text below that. However, it is still quite eye catching due to the slogan 'breathe in, drive out.' The next thing you notice is the sign that says 'the new Mazda 2,' which is in large font and bold, which makes it stick in the readers mind the whole way through the advertisement. If this happens then the advertisement has done its job because the reader now knows what the car is and who made the car. The picture of the car is more of an attractive feature than the text because it shows a fast, sporty, family car that is reliable. It also says in the bottom left hand corner that the car is the overall winner for 2003 in a comfort test.

The RVT advertisement also has quite a simple layout. There is a title, with a picture below it and then some text below that. However, it is an eye-catching advert due to the bright yellow stars with the titles standing out on the red background. The next thing you notice is the slogan and the name of the car, which are in quite a big font and in bold. After that you see the picture

and text and then finally that the car has won 'British Car of the Year 2003,' which lets you know that it is a very good car. The aim of the advert is for the reader to know the name of the car by the end of the advert and if this happens then the advert has done its job.

The Citroen Saxo advertisement is quite eye-catching due to large picture of the car. It has quite a complicated layout as the car is in the bottom left hand corner, the writing in the top right and some picture of inside the car in the top left. It has quite a lot of writing and there is no clear heading or slogan. There is some writing in bold, which makes you read that first and there is quite a lot of writing below it. The picture of the car is big, which is the only thing that makes it stand out, as the picture of the car and the background are the same colour.

I personally like the Mazda 2 advert the best but I believe that all of the advertisements serve their purpose. They all attract different target audiences and make the reader remember what they are advertising. I think that the Mazda advert is the best because even though the layout is quite simple, it is very eye-catching and effective. Next, I think is the RVT advert as it has persuasive writing and you can remember the name of the car at the end and so it is still quite effective. Finally, I think that the Citroen Saxo advertisement has persuasive text but there is no heading or slogan to remember the car by. It is all one colour, is not very eye-catching and there is too much writing. Therefore, I do not think that this advert is as effective as the other two.

Advertisements are a persuasive device, which aim to make people stop and read them but then remember them as well. Depending on their purpose and who is reading them, all advertisements are effective.