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“WORDS ARE NOT ENOUGH”

Introduction

In this media coursework, I have been asked to analyse a magazine advertisement from the Radio times which was issued in January 2001. The Radio Times is a popular magazine featuring articles on celebrities and also times and dates of television programs coming on TV.

The advertisement is about a large global wood company called FSC. They do not manufacture the products themselves instead they there logo is a sign that they have been approved other companies products as being ‘environmentally friendly. There logo is applied on many companies making products such as furniture, timber, flooring, paper, and other products made from wood. The title of the advertisement is “words are not enough”. In this coursework I will have to analyse many factors which will be described in the essay. I will look at a lot points individually and consider theses factors the contents of the image, the colours used, the style of the image, the slogan, logo, the target market, the style of the lettering, the motive language used and the effectiveness of the image and the whole poster.

The contents of the image

The advertisement shows a picture of Pierce Brosnan. Pierce Brosnan is a renowned world-wide for his role as James Bond, and featuring in ‘Golden Eye’ and ‘World is not Enough’. A very famous film star, by using someone as famous as him will draw a lot of attention. Just by looking at the picture of Pierce Brosnan, the public will be more likely to read the advertisement, to see why a top action hero is in this advertisement.

The main reason the advertiser put the image of Pierce Brosnan is to grab the attention of the reader, its eye catching.

The way, in which the contents of the advertisement laid out are that, the image has taken nearly half of the A4 sized advertisement. A line of text is written of the bottom left hand of the corner saying, “Pierce Brosnan photo donated by Greg Norman.” The main headline is written at the top of the page. There is a logo and a slogan at the bottom right hand side of the advertisement highlighting the FSC logo.

The colour used in the advertisement

The advertiser has used dark, spooky and cold colours. Black can suggest uniformity. They are the colours an advertiser can use to emphasise certain parts of the poster i.e. black and white. Pierce Brosnan is standing at a black background, wearing similar coloured clothes as the advertisement.

The style of the image

The style of the image is set to a trend which is in the poster. The clothes are black, giving style and they are casual. His appearance looks rugged, jagged and sexy.

The way he is posed is in a serious mood, and looking directly at the camera. His hands are inside the pocket; this means he is a serious person and knows who he is. Overall the entire image is noticeable, eye-catching and stunning. It gives the advertisement more effectiveness and success in there company. The more people read the advertisement the more people would join the company in buying its products.

The slogan

“Words are not enough” is the slogan used for this advertisement. It helps to persuade the public to support them in their company, to buy their products with the label FSC written on it. It is also the Title used in Pierce Brosnan’s film ‘The world is not enough’ when he plays as James Bond.. “Words are not enough” is borrowed from the film, but with only one word changed. Instead of “world” the advertiser have changed it into “Word”. The slogan means, don’t talk take action. It is written on the first line of the advertisement, “Actions speak louder than words”. The poster shows the actual meaning of the slogan, without having to think about it. They have another slogan at the bottom of the page underneath the words FSC. It says “Global leaders in Responsible Forestry. This means that FSC are the leaders of the world in making products with wood and are known around the world. Also, there company is known for making profits and helping the government to improve the economy of the country.

The logo

The Forest Stewardship Council has chosen the logo as being a tree with a tick on the left side of the logo. The tick means that it is the correct company where the public should focus on, trust worthy and help the customers on a global scale. The tree is to do with the wood.



This is the logo of FSC

The Copy

The advertisement is written as a formal style register. A type of font similar to “Times new Roman” and similar to newspapers black and white used to emphasise points raised, it is a good way to focus on things. It is basic and written in white. This combines with the black background.

There are three paragraphs containing sentences, each explaining about the company good points in helping the nation, also persuading the public to buy and support there company to a better future, and together expanding the company so that they can reach to even more people. The word “we” means united action, (us all), everyone working together, assuming that the reader agrees with everything said in the advertisement.

It also gives us information on how to contact the company, by giving us the Internet site and the telephone number.

The Target Market

The advertisement is aimed at people reading the Radio times magazine. The magazine is for anyone who has TV and digital, so that they can look up at times for their favourite programmes, films on Box office and cinema. The advertisement wants to attract as many people as possible to have the best possible result. So the target market I think is 18 years and over. Many people at this stage get married and have houses of their own, many things are required to furnish the house. Middle aged people or OAP's are more likely to be interested in this advertisement due to financial position than younger people. The image is supporting a lot in helping the company to reach its main cause of advertising, and this is a success for the company.

The Motive

If you look at the second paragraph, the advertiser gives a very good reason for supporting the FSC. He says, "The FSC label guarantees that the forests where the wood came from are being managed responsibly, so they'll be around for future generations to enjoy". This means that wood used now will be used in the future and it would be everlasting. It guarantees that FSC will be responsible for the wood used and for growing more wood in their forests. It also names some of the big companies that are all proud and active supporters of the FSC like WWF, Friends of the earth, Greenpeace and the Woodlands trust.

The Effectiveness of the Advertisement

The advertisement is effective and it will send the main message to the public. I think it has succeeded in its aim to persuade people to support or help the Forest Stewardship Council; in the future they could be even better by having more contact with the customer and its needs. Future investment will help the planet and FSC.

Final Conclusion

My conclusion overall for the advertisement, I think it is successful and illustrates its aims and objectives. It is persuasive and very appealing to the reader. The chosen photo is dominating the page and really does merge together to give it that affect it needs. The FSC would be successful and can have positive results for the advertisement.