

# Media Assignment

## Magazine advertisements

Both advertisements denote the upper body of a man. In the Gieves & Hawkes advertisement the man is wearing a suit and a tie so he has a formal look, but his hair style is casual and he also does not make any eye contact with the reader. In the Balmain advertisement the man does not look so formal because he does not wear a tie but his look is more free but at the same time quite formal. His hair style is similarly casual and he also has a beard which exaggerates his face which is quite pale, just as his white shirt contrasts with a dark blue jacket. The man also does not make any eye contact with the reader which suggests that he is not seeking approval. He feels self-confident which is also true in the Gieves & Hawkes advertisement. The purpose of the Gieves & Hawkes advertisement, being black and white, is to emphasise the contrast of his white pale face and his white shirt and tie to his black jacket and his dark hair which instantly makes the reader stop turning the page over. Moreover the advertisement was taken from FHM magazine the rest of which is in colour. There is a pale grey background which is also a contrast to the colour of the jacket so it makes the jacket stand out on the page. The background for the Balmain advertisement was chosen very carefully so it would only appeal to the target audience. On the right hand side the reader can see a number of blue wine bottles standing in the cupboard. The bottles are juxtaposed to the rich blue colour to enhance the blue colour of the jacket. The connotation of blue is aristocratic which is associated with “Blue blood”. Dark blue is usually associated with prosperity. The blue jacket influences the colour of the bottles so they become blue.

In the middle of Gieves & Hawkes advertisement the reader can see “**No 1 Savile Row**” which is written in bold gold colour and the letters seem to be made of worked gold. The fact that the gold is worked means that in the clothes which Gieves & Hawkes makes was put a lot of effort just like to work the gold. The purpose of writing “Savile Row” in worked gold also suggests that the cloth of Gieves & Hawkes is different from the other cloths because it is not normal gold, it is worked gold. The name Savile Row is associated with high quality but in this advertisement it is also address of the shop. At the bottom of the page there are stamps of approval by the Queen, Duke of Edinburgh and Prince of Wales. Gieves & Hawkes are proud to put these stamps on their advertisement but it can also be inferred that by wearing this particular

brand of clothing the reader is promised social promotion. In the Balmain advertisement we can see just a “BALMAIN” logo on the top right side of the page and in a much smaller font “PARIS” is written straight underneath the logo. Everyone associates fashion with Paris and most of the designer clothes makers come from Paris. If clothes are made in Paris it instantly implies a perfect quality and good style.

The connotation of these adverts is wealth and success. Each advertiser wants to persuade the reader to buy this particular product by showing a handsome looking man having no interest in other people’s opinions about him or his look. He knows himself that his appearance is perfect and he does not need anyone telling him how well he presents himself. The striped shirt the model is wearing is associated with the city. The role model also looks sensitive and romantic.

In my opinion the target audience of these two advertisements are very similar. The majority of the audience are in their 20’s or 30’s and likely to be middle to upper class. The majority of people who buy FHM magazine are teenagers and young adults

There is no storyline in both advertisements. However you are invited to think about the lifestyle of the person on the page and how he can use his handsome look to help him to achieve his aims and desires.

The contrast between the sharp lines and edges of the jacket and the collar of the shirt to the smooth hairstyle emphasises the image of a *casual* smart looking person. It can be quite hard to put casualty and formality in one and everyone is trying to achieve this. The advert demonstrates to the reader that it is possible if Gieves & Hawkes clothes are worn which is also true in the Balmain advert.

We can also see that the text saying “Gieves & Hawkes” is written in a very formal font. This writing shows to the reader the respectability and formality of the company. But on this particular advert the man represents the company, he is the face of the company and he has a casual look.

When the reader reads the “Gieves & Hawkes” advertisement from left to right he is able to see a handsome looking man and at the bottom he sees some text. The last bit of writing he sees on the page is the address of the shop so it stays in his mind for longer. In the Balmain advertisement the reader also sees a good-looking man but as his eyes go down the page he can see the logo of the company just above the middle of the page and there is no text at the bottom.

I would like to conclude by analysing how successful the two adverts are. In my opinion the “Gieves and Hawkes” advertisement and the “Balmain” advert are very good in influencing the reader to buy their

products. They are especially good at making the reader to think how handsome he would look in the same clothes as the model in the advert.

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