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Advert Analysis

The underlying purpose for this advertisement is, of course, to sell either this or another model of Jeep. Its striking central image of a huge, dramatically illuminated four-by-four vehicle, spraying mud in front of its clearly visible Jeep badge, would certainly catch the eye and attention of its target audience. It would also draw their focus to the text beneath the car and slogans and logos positioned left right and centre in the advert, and away from the small print at the very bottom of the page.

This advertisement would probably not be aimed at young people who had recently begun driving, or at people who are becoming quite old (i.e. sixty years plus). The cost of the car, a minimum of £27,995, would be a hugely off-putting factor for most people under the age of twenty-five. Many people of that age could not even afford the insurance, let alone the price of the car itself. A person who is old and frail would have a problem climbing into a car so large and high from the road, and therefore would likely be put off buying any Jeep. Farmers and large families may have an interest in buying this type of car; it would be of great use to a farmer for crossing muddy fields and climbing hills, and to a family for carrying children and luggage if on a trip or holiday.

The informative and friendly tone of the advertisement is also quite attention grabbing; it slickly and assertively breezes through a list of the features of a top-of-the-range model and tells the reader:

'Do not be mislead my other 4x4's,' and 'Do not compromise.'

This is followed by the price '£27,995' and little more. It omits any detrimental information like:

'Bottom of range model is £27,995.'

This is placed in the small print at the bottom of the page followed by the list of features actually received with the worst model. They are considerably less attractive than the ones originally stated.

Two slogans/plays on words are used in conjunction with the highly familiar and recognisable Jeep logos clearly visible in the centre and bottom left. The first uses the pun:

'Off road, not just up-kerb.'

This implies that the car is built for going off-road and it is also a play on words saying that a driver can go all the way off the road, not just up the kerb. The second is a clever inversion of the saying 'Mountains out of molehills';

'You might not always need to make molehills out of mountains.'

This suggests that a driver does not need to avoid steep hills and mountains in this car, the opposite of what they do in their current car.

The final word in the advert is the name of the company itself; Jeep. This effectively forces the idea of this car being a Jeep into the minds of readers, and would make them associate Jeeps with all of the good features of the vehicle; rugged cars suitable for all terrain and environments.

Advert 2:
Sharp LCD Televisions.

In the hope of promoting their new range of Liquid Crystal Display, otherwise known as LCD Televisions, Sharp have released an advertisement to alert fashionable twenty-somethings and middle class families of the new technology available to them. The futuristic design would certainly appeal to a younger generation; most young people want to keep up with new technology, and do not want to be left behind. This advertisement is appealing to that, and reinforces it by repeating the slogan 'Moving into a new dimension.'

Taking up most of the advert is a large central image of a trendy minimalist room painted in a cool pastel blue, with a sleek silvery television on glass stand in the centre of the room, and a

hand gesturing towards it from the extreme left of the page. This picture of a fashionable room would make the advertisement even more appealing to the target audience. To the left of the television is the slogan 'Sharp LCD T.V. Moving into a new dimension'. Small text below describes authoritatively, factually, and with a certain degree of assertiveness all of the positive aspects of the television; it is described as 'A mere 6 centimetres slim.' This implies that 6 centimetres is very thin for a television, and most readers would take this at face value, and not stop to think about how thin it actually is. It is very certain about the quality of the T.V; it states that it 'Delivers you unparalleled picture quality' and that the available sizes, 17", 19" and 21" are 'Enough for any room in the house. It also tells the reader of the advert to 'Discover a new dimension of T.V by visiting our website.'

In a final attempt to implant the name 'Sharp into the minds or readers it uses the pun 'Sharpness' to both include the company name and describe the picture quality. This is followed by the Sharp logo and another slogan; Bringing LCD to life.

Advert 3:
British Gas Communications; Line Rental and Connection to the Vodafone Network.

The opening statement of this advert, 'You have 500 free messages,' set out like a message would be when received on a mobile phone, would immediately draw in any likely customers. They would probably teenagers and young people who lend a large number of text messages and want a small, new mobile phone. It sounds too good to be true, and almost any customer would be impressed by all of the free features given when a line on the vodafone network is rented through British Gas Communications.

The word 'Free' is repeated a total of 11 times throughout the advertisement, 8 times in the list of features below the opening image on the top left. This level of repetition shows that British Gas assumes that people want to have text messages among many other things for free, and would make some readers almost forget that there is any cost to all this at all. In the top right of the advert there is a picture of a small Nokia mobile phone with a small circle below it. Inside this circle is yet another 'Free' feature; 'Free Nokia 3310 phone or upgrade to 3030 WAP for £19.99.' This could increase the chance of a reader thinking that they will get something for nothing by switching to British Gas Communications. There is a personal and polite message below this, saying that 'If you have a mobile phone, you could switch to a better deal – without having to change your phone number.' This would make the deal even more attractive to potential buyers as they would not have to have the inconvenience of having to change their number. This is followed by a similar paragraph summarising the whole advertisement; 'We'll give you the latest 3310 handset with 500 text messages (worth £60), absolutely free. Add that to 500 minutes of off-peak calls every month, and now you're talking.' This final phrase uses the common figure of speech 'Now you're talking.' This is being used literally, saying that if the reader buys their phone they will be talking on it, and in its figurative sense implying that the reader is being offered a good deal. This is followed by the order for readers to 'Call free now on 0800 759 759.' Many readers would take notice of this somewhat impertinent command and do as it says.

To the left of this text is a table showing the pricing of various networks compared to theirs. Their own prices are highlighted in an attempt to take the readers attention away from the other network's deals, which in some cases are better than the one advertised. Positive selection like this is used throughout the advert. The list of supposedly free features seems to avoid the fact that they are only available if £12.50 per month is paid, and even if it is some of those are only available to the customer for 10 months. Much of this detrimental information is only stated in the very small print at the bottom of the advertisement.