

Skoda and Scope Advertisement Comparisons

Advertisements are used all over the world to communicate ideas and send messages to people. They are often used to promote companies and products but there are many other ways of using them. One of these ways is to educate people and persuade people to think in a certain way.

The “Skoda” and “Scope” adverts that we have studied are both very similar. The things that they have in common are the purposes of the advert. They have both been designed to change their public image, as they are unhappy with the way that the public perceives them.

The Skoda advert is attempting to make customers change their mind about the cars that they make. The advert incorporates a large, coloured picture to tell the customers more about the company and the products that it is selling. The picture attracts the attention of the readers very successfully. There is a dark and stormy background with a car and podium in the foreground of the picture. This makes the car stand out and creates a dramatic image. The car is also raised above ground level; I think this is because the company want the car to look superior and special.

The picture also shows men, who are wearing hard hats and pushing up the podium. The podium incorporates the Skoda logo and is made from eye-catching colours and designs. I think that the reason the men are wearing hard hats as they push up the podium is to resemble the fact that they are hard working people and to symbolise raising the product to a pinnacle of subject. The resurrection of the car company is reflected in the raising of the podium. This also indicates the fact to me that the company are having a new beginning; this is shown by the new podium and car. The car in the picture looks modern and trendy; it also stands out well as it has been painted in metallic paint. I think that by doing this, the company are trying to create a modern image, attempting to appeal to the younger generation whilst their overall aim is to sell more cars. The fact that they have painted the car in the advert in metallic paint reflects the fact that they are trying to look like a modern company and appeal to the younger generation.

The advert also uses a substantial amount of text to get its point across. There is a large, bold headline that draws the readers’ attention and attracts them to read the text. The headline also uses repetition of the word ‘change.’ I think that this is done so that the word is emphasized and to highlight the fact that the company has changed and to help them change their image. Alliteration of the words ‘car’ and ‘company’ is also used in the text. I believe that this technique has been used to make sure that the readers remember these words and that they stick in their minds.

The title of the advertisement is also balanced which makes it much easier for the readers to read and remember. The text at the bottom of the advert is in large, bold, green writing. This has also been done to make the readers notice it more and remember it by making it more eye - catching. The text is actually a rhetorical question that includes personal pronouns. The reason for using a rhetorical question is to make the reader think about it and the idea behind using personal pronouns is to make the reader feel that they personally are being individually asked the question. The remainder of the text is written in blocks. It has been set out under subheadings in short paragraphs. The reason for using all these techniques is to make the text easier to read.

The language used in the advert is humble, admitting to past mistakes and persuasive, attempting to persuade the reader that they have changed as a company.

The Scope advert is designed to change the way that people think of spastics and to make sure that the public understand the illness, Cerebral Palsy. In the past spastic has been used as an

insult and the Spastics Society have been forced to change their name to Scope. Scope is trying to educate people about spastics, attempting to change the way that they are treated in public.

The Scope advert also includes a large picture to assist them in attempting to change the way that the public treats them. There is text included on the body in the picture. This helps to make readers think and give them a surprise. It also helps to convince the readers that the lady in the wheelchair is actually the one saying the words.

The text included in the picture uses personal pronouns to make the reader feel personally guilty of they have not bothered to try to communicate with spastics in the past. The picture in the advert only shows the parts of the girl that are working and functioning normally. I think that this could be so the readers are kept under the impression that the lady is normal and can communicate perfectly.

The colour of the picture also increases the dramatic effect of the advert and helps it to make an impact on the person reading it. Black and white pictures reflect sadness, which is a theme of the advert; it is sad that people are so ignorant about spastics. A dramatic, bold picture is created that makes a statement to anybody looking at it. The face in the picture is a serious, staring face that looks quite intimidating and angry. This is eye catching and very effective as it seems as if the lady is staring at the readers, commanding that they change the way that they think about her and her fellow sufferers.

The text in the advert is admittive; the lady does admit that she has a speech problem to the readers. She uses personal pronouns to communicate her point of view. The lady states that she is very unhappy that people do not make the effort to try and communicate with her. This makes her very angry. Most people give her a sympathetic smile and then not bother to attempt to talk to her. She is not happy with this unfriendly behaviour.

Humour is used in the text of the advert.

“I might have just told you that you had a face like a bulldog sucking a wasp!”

When the lady says this she is putting humour into the text and lightening the mood a little bit. This contrasts with her anger and is very effective.

The text explains that ignorant people who do not understand or attempt to understand spastics have misconceptions of their illness. It also explains that when you are rejected in the community because of something that is not your fault you feel miserable, angry and inadequate. The lady in the photograph is trying to tell readers that a physical disability has nothing to do with a mental disability. She is asking for the chance to live normally and be treated like a normal person. To support her doing this she is making the reader feel guilty, as she has been treated badly in the past.

The layout of this leaflet is also very interesting. There is only a single column of text, which makes it easier to read. The picture in the advert is large and there is integral text, which increases that dramatic effect of the advertisement. The advert has an unusual layout, with no obvious title. The title is in the body of the girl in the picture.

Both the adverts have effectively persuaded people to change their minds about either cars or spastics. The two adverts have both achieved their aims successfully by attempting to correct misconceptions and make people feel guilty about their behaviour in the past.