

## Some forms in the sample advertisement analysis

This display of the sample essay illustrates sentence forms and punctuation features used. The comments to the right foreground some nitty-gritty small points of writing that come up in this kind of analysis. Mr. McGowan hopes that they will help you in incorporating evidence and sounding like a college writer.

<p style="text-align: center;">A Head of Its Time</p> <p>Five large eye-catching block letters top the page: the final "A" of the word "INSTA" lacks its crosspiece. Below appears a puzzling, non-realistic picture printed in fluorescent purple, red, pink, and green. Standun Controls, a California-based computer company, tries to sell its (soft)wares in a full-page advertisement in Compute. The advertisement stresses the quick, futuristic, and useful qualities of Standun's Commodore 64 programs. The lower three-fourths of the page picture a futuristic head. All details are in fluorescent-like ink; the picture might stand out under a black light. The top of the fluorescent purple head flips open like a lid. Small orange-red squares drop into it. They move from two short checkerboard rows. In the alternating squares, the word "input" is spelled in small white capital letters, each with small breaks as if they were stenciled. The squares drop from the regular row and form an irregular random pattern that funnels into the head's uplifted brain. Below, at the head's mouth, the squares reappear as pink forms flowing together and reassembling to make two new rows of checkerboard. Now the white letters of "OUTPUT" occupy alternating dark squares. Again the letters have small breaks as if stenciled.</p>	<p>Title: <b>Capitalize</b> all except non-initial articles and preposition.</p> <p>A company is a singular noun, so that <i>it</i> or <i>its</i> is the pronoun form, not <i>they</i> or <i>their</i>.</p> <p>Thesis statement gives main ideas for development.</p> <p>Short quotes incorporated with " " but no other punctuation.</p> <p>Writer uses action verbs, not a long series of <i>is</i> repetition.</p>
<p>The colors of the picture contribute a sense of the advanced technological future. A bright light-blue triangle of an eye peers at the stream of pink blocks coming from the mouth's dark pink lip and a white wedge of upper teeth. An abstract streamlined design scars the cheek, rushing across the blank back of the head. Details are not realistic. No ordinary head, the robot-like silhouette processes and spouts symbolic blocks of information. The peculiar fluorescent</p>	<p>Much of the development of the essay in this section is <b>description of details</b>, but the writer adds little comments of <b>evaluation</b>. He also</p>

colors and the mysterious design attract the browser's attention from an article titled "Merging BASIC Programs from Commodore Disks" on the facing page. The advertiser is confident the picture will interest the audience; in small lettering along the white bottom border of the page is the instruction "for a 17x22 [inch] color poster, send \$5 to Micro-Sci Marketing."

But Standun Controls is not just trying to sell posters of this display. More importantly it promotes the InstaSeries of computer software programs from Standun's subsidiary Cimarron. The picture illustrates the mysterious futuristic processing of input data into the ordered form of pink output. In six lines of 3/4" lettering above the picture, the company provides information on how the reader can acquire the powers of this mysterious head. It lists the parts of the Insta-Series Program and some of its characteristics. None of the lines form complete sentences; the information is short and snappy. The printing is Futura lettering, black, thin upper and lower case black letters on a white background.

Some words printed in bolder lettering stand out. Among these darker words are repetitions of the prefix "insta." The "insta-Series" claims to be "instant Productivity Software" letting users work "Instantly!" After the bold heading, "The Software System," the company lists in non-bold letters the different programs available. The advertiser assumes readers will be familiar with computer software. These titles list programs for writing, mailing, doing mathematical calculations, keeping a checking account balance, maintaining a business ledger, scheduling, and filing. Titles such as "Insta-Write" and "Insta-Sched," all repeating "Insta" plus a short word, name the different parts of the program series.

reminds reader of main theme from thesis statement: futuristic.

Short quotations incorporated into writing. Here final sentence period is within the close-quotemarks.

This-rule applied for clarity and authoritative voice.

More short quotations, but here comma punctuation needed for the sentence is placed within the close-quote mark.

Besides these easily understood terms appear the words "proven Word Craft Ultra 64, DTL Compiler 64, and CMAR 64." These terms seem less identifiable, but the company emphasizes their special capabilities by using the word "Ultra" and stresses their fitting the Commodore 64 computer by repeating the machine's identifying number. "Commodore

Writer combines description, paraphrase (using his own words to express some of the copy in the advertisement), and short quotations to give sense of advertiser's

64" also appears in bold print once in this block of phrases. Commodore 64 owners can use floppy disk, tape cassette, or special cartridge versions of these programs, a flexibility shown by the words "Diskette," "Casette" [sic], and "Cartridge" in bold print with capital initial letters. "Cassette" is misspelled "Casette." Is this a mistake or some new future-like spelling?

arguments and evidence about product. He doesn't have **long** quotes in such a short essay.

**Brackets** show something writer added. The expression sic means "repeating the exact words, even though I know something is wrong."

If the advertisement does catch the reader's interest, he can, according to phrase at the end of the block of copy, call a direct dial phone number (but no 800 free line) or "contact the Commodore dealer nearest" him. The paragraph of information concludes that if the customer buys Insta-Series, he'll be "communicating with the future--Now!" The whole advertisement doesn't provide much specific information, just enough to know the program types and how to find out more. But it does tickle the futuristic hopes of the audience. The picture makes the reader wonder about the mysterious fluorescent head and its meaning. The small amount of writing and large drawing stress quickness, productivity, communicating, and being ahead of the times. This magazine advertisement probably will attract some Compute readers to Standun Control's line of computer software.

#### Work Cited

Insta. Advertisement. Compute October 1983: 145.

Conclusion includes reminder of **main points and arguments developed** in essay, but **not** new ideas. These points are developments of thesis from introduction.

*Easy Writer* magazine advertisement format uses product name like author and *Advertisement* like an article title, but without quote marks (152 #61)