

## **Barnardo's baby**

The second media text I will analyse is an advertisement from a Sunday broad sheet magazine called the observer's life for the children's charity Barnardo's .

The advertisement is a young baby boy that is sitting in a damp cold ,mucky place that can only be described as a public toilet, the baby is only wearing nappy and is holding a needle in its hand ready to inject into its arm.

This baby is a blond blue-eyed baby and is looking up towards the reader with a sad expression on its face.

Above the baby it says John Donaldson age 21 this must be the baby's name, giving the baby a name it will bring the reader more interest and feelings to the picture and it was made to look like the baby was in the toilets because of the natural instincts in us we want to get that baby out of that situation, this will give the reaction of being shocked and disgusted at this that the reader would want to find more about this and how they can help John and other people that are in a similar situation.

The righting in the bottom right corner is telling more about John and what Barnardos are trying to do to help them and tell the reader how they can help, the hotline number is in a bigger bolder letters to make sure that they know how to get in touch with them and it is quicker for the reader to spot if they're in a rush or they don't want to read the full thing for whatever reason . but the other pieces of writing in this section is a lot smaller than any other pieces on the page this is because the reader won't read this last for there is a lot of fact and opinion in this section and when they read the rest of the page they would already have made up their minds about this

advertisement and so they block out the difference of fact and opinion.

At the top right hand corner is the Barnardo's logo and slogan which is saying, "giving children back their future" above this the logo is a picture of a family looking happy. This is telling the reader that they want children to have a happier future, to do this children have to have a joyful childhood and not be abused in any way by their own family.

The main heading on the page is "John Donaldson/aged 23"

This does not explain much to the reader and is confusing to the reader but it is done like this because I make the reader stop and think what it means and so it sinks into the brain more,

By looking at what the advertisement is trying to do. This must be intended for the adults because they are trying to donate money to them. Most children don't have money to give a way to to them and it is for male and female but because this is sympathetic pieces of advertisement it is more for women because they are naturally sympathetic than men are. The righter is persuading this kind of person by what they put in the advertisement such as informing the reader about John's life and why he is like this, the righter is advertising Barnardo's with the logo in the corner and is persuading us to think about the story of John's life and that the reader can help children that might turn to drugs in the future.

Over all I think this is a good piece of advertisement and that suitable for the public because it gets the point across very clearly and it won't upset any one with the pictures because it doesn't say the baby in the picture is a model, because it is shocking and disturbing for the reader to see it will draw the attention to the lives of other people and why they do things like taking drugs, this will raise money for the charities.