

Media

This poster trying to persuade young black men to join the army. The advertisement has been created by the company 'Saatchi & Saatchi'. It uses a black man to add meaning to the advertisement. I want to evaluate and discuss how effective this poster is in persuading black men to join the army.

The image in the poster is a black man, the camera is focused closely upon the face of the black man, the Camera is pointed right at the mans face so he seems to be looking at you, these points make the mans face look angry and aggressive. Part of the picture frame contains the mans finger which points at the reader, and with the finger pointing and the aggressive face look, text is coming out of his mouth asking forcefully, "Who are you calling a coconut", these points increase the aggressiveness of the advertisement, the man seems to be angry at the reader. Lighting in the picture has been used well, shadows are put deeply in his face, you cannot see some features of his face like his eyes, it seems that he is in a dark place and it increases the aggressiveness of his face features, it seems to bring out the fact that he is black. Using his finger gesture, he seems to be telling you something strictly, as if he is someone bigger than you, him being bigger, could mean that he is a bigger man than those people who the poster is aimed at. The man looks to be angry with his facial expression, the darkening of his face increases this point of the poster. The main text is small, this makes the reader wants to come close and this may be a good idea in that point, but people may get put off with a lot of writing and may just walk away not be interested in reading the poster. Some writing is positioned in front of his face, the writing is enlarged and has been tilted, the font of this writing is attractive and makes you want to look at it.

The language used in this advertisement is mostly formal, but during the beginning of the advertisement the black man uses slang words that would be seen as offensive to many black people, these words are, 'Coconut', 'Choc ice' and 'Uncle Tom'. By calling a black man a Coconut you mean that he is from the Jungle and he belongs there as would a Coconut, this could also mean that he is Black on the outside but inside he is white, this meaning is the same as what Choc Ice would mean. Being black on the outside and white on the inside simply expresses a black coloured man has the inner feelings and

personality of a white man, and he admires the white race. The word Choc ice or coconut (in the black on the outside white on the inside view) could be used by either a black man referring to another black, or a white man referring to a black man. To me it seems easier to believe that a black man would be saying it to another black man, as it would be saying that the black man is a traitor to his culture and his actions are like a white man. Uncle Tom is a character in a story, the story was based on the man Uncle Tom, and basically Uncle Tom was enslaved by white people, Uncle Tom respected that he was not as good as the white people and allowed them to treat him badly, and allowed them to make him serve them. These points bring you in to read on more, as this has extreme racial comments. It brings in the subject of racism and if you were black, you would want to know why such racist comments were made. The first things he uses to persuade you are like repetition, 'Trains me well, pays me well and treats me well' these words are positive and immediately add some persuasion to introducing black people into the army. He shows that people are seen as equal in the army and simply describes their relationship as, 'They respect me, I respect them,' this is simple but effective in the way it is written, he uses respect in both cases. Respect is a strong word when dealing with racism, respect is required to destroy racism, and the speech involves him talking about the army respecting each other no matter what race they originate from. He immediately enters contact number for joining the army after his short but strong speech. When offering the contact numbers he informs them that they can talk to a black soldier and ask him how he finds the army, 'Talk directly to a Black soldier,' when they write black in this sentence it starts with a capital letter. Starting the word 'black with a capital letter emphasizes that they will be talking to a black soldier and his points of view. He then leads on to saying Britain consists of different races and therefore it needs a multi-cultural army, 'Britain is a multi-racial country. It needs a multi-racial Army,' this adds persuasion as it tells you how the world revolves around you and how you may be living next door to someone with different skin to yours. Different cultures surround you so you may as well join in with the others instead of keeping to your own culture and restricting yourself in life.

The target audience for this advertisement is young black men; this advert is pointed at them because young black men do not join the army due to many racist reasons. This advertisement is trying to put the point through that the army is no longer racist. The black man in the advert uses many different reasons to make the audience believe him and take in his advice. He uses many persuasive techniques talked about earlier.

I believe that if someone decides to read this advertisement and take in its arguments, this argument could be heavily persuasive. To me this advertisement is very effective and would persuade me to believe that the army is no longer racist, and I would if I was black try and find out more about this adverts target.