

**GCSE Coursework**  
**Media Unit Assignment**

**Analyse, review, compare and comment on the features used in advertisements.**

I think the purpose of advertising is to persuade people to buy a product or a service. The way in which this purpose is achieved is by catching the attention of the public and telling them how good a product is and maybe adding a catchy tune to catch their attention. The term features means a part of something. E.g. a feature of an advertisement is the picture or the text. The term advertisement means a public notice or an announcement. An advertisement could be printed or filmed and shown on T.V.

The origins of advertising were back in the 1700s and they were found in the city of Pompeii. The advertisements were done by people called Town criers; they were people who read out public notices out to the people on the streets. They rang bells to catch the public's attention. I got the source from the Internet.

The people who are involved in an advertising campaign are the company who made the product and the people who make the advertisements for television. What is involved in an advertising campaign is the product that the company is trying to sell. You need to have a team in place in order to successfully advertise a product because you need to make the advertisement and people in the advert to tell the public what the product is about.

A target group is a group of people that the advertising campaigns are specifically trying to catch attention to. E.g. teenagers. Companies like McDonalds, KFC and Burger King are trying to sell products like chicken burgers and they put on the advert at an appropriate time that teenagers will be watching at. E.g. 4:00 when teenagers get home from school. KFC are trying to sell the 'Variety Bucket' by using a catchy tune so teenagers will go out and buy the 'Variety Bucket', they also use words like 'only' to make the audience think that the product is cheap to buy. Burger King are trying to sell the chicken royale, they try to make it look tasty by showing you what it looks like and describing the product in a way that it tastes delicious. McDonalds try to sell their products by using a catchy tune that people will remember. At the end of the McDonalds advert, they sing 'BUY ONE GET ONE FREE, I'M LOVING IT. So when the people who are watching the advert become hungry they will remember McDonalds and they will know that it is Buy One Get One Free.

**Advert No1: The phone LG 8150.**

The advertisement is text light, the font size is small, they used the centre of the advertisement for the picture. The picture is quite big. This advertisement has effective use of space. The picture is used in engaging the consumer's attention by showing the picture of the phone and making it bigger and showing a lot of bright colours.

The language they use in this advertisement is formal. They don't use any slang in this advert. The visual feature is the picture of the phone and what picture the phone is taking. It uses the caption 'SEE ME SEE WHAT I CAN SEE WITH VIDEO CALLING' it is telling us that you can see the other person when they are calling. At the bottom of the page it says 'SO TRY VIDEO CALLING FOR FREE WITH OUR

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NEW EXCLUSIVE LG U8150 HANDSET' they are giving you the chance to try out something and not pay for it. They also say 'new exclusive' which makes it sound like it is a very good phone. The message that is being conveyed is that you should try out video calling.

The nature of this advertisement is to sell the phone. The target group for the phone is teenagers and adults. It suggests that the target group wants to be cool.

### **Advert No2: The Footprints Gold Ingot Ladies Watch**

This advertisement is text heavy, the font size is small, this advertisement has effective use of space, the picture is used in engaging the consumer's attention by having the gold watch in the centre with a black background to catch the reader's attention so they can see the watch clearly if they are flicking through the pages.

The effect of the language is formal. The kind of language they used is language with long words. There is a sentence in this advertisement that says 'THE MAJESTIC GLEAM OF GOLD...THE DAZZLING BRILLIANCE OF A DIAMOND' they are trying to make it sound like it is an excellent watch. The headline is big because they want to grab your attention. They also try to make you buy it by throwing in a free bracelet. They used the line 'WHAT'S MORE EACH BREATHTAKING WATCH COMES COMPLETE WITH AN EXQUISITE FOOTPRINTS BRACELET WORTH £39.95 ABSOLUTELY FREE! They give you a free bracelet with every order so you buy the watch. They also use long words like exquisite and breathtaking to make the product sound really good. The message that is being conveyed is that this watch is an excellent watch.

The nature of this advertisement is to sell the watch. The target group for this watch is middle-aged women. It suggests that the target group wishes to be glamorous.

### **Advert No3: Low Cost Loans from Freedom Finance**

This advertisement is text heavy, the font size is small, has effective use of space, the picture is used in engaging the consumer's attention by showing a phone holding up cards of people who are happy.

The effect of the language is formal. There is a caption that says 'HAPPY FAMILIES EVERYWHERE HAVE ALREADY SAVED UP TO 50%.' They are telling us that because they want us to feel that we also can save money just like everyone else who has tried it out and those families that have tried out the service saved a lot of money. There is also another caption that says 'PLEASE ALWAYS CHECK THE SMALL PRINT IN OTHER ADVERTS.' They put that in the advert because usually advertisers put in things that they don't want the audience to know but they have to put in so the audience knows that this advertisement has no catches; they don't have a small print at the bottom of the page.

The nature of this advertisement is to sell loans. The target group for this service is for families who need quick money. It suggests that the target group wishes to have more money if they are in a financial problem.

I have learnt that in advertising, you use catchy slogans and captions to catch people's attention and they use pictures to show what they are trying to tell you and they use big, bold writing to grab your attention.