

GCSE Media English Coursework

Analysis of “EPSON DURABRITE PRINTS”

The advert I have chosen to analyse is about the EPSON DURABrite PRINTS. The advert is mainly made up of a large photograph/illustration underwater, and a short piece of text below it (about 2 paragraphs long). In the photo, there is a picture of an Epson print, showing bait for fish. The photograph also consists of several fish being attracted to the picture, which they think is actually bait. The fish could possibly be animated, as it's hard to tell whether they are real or not. In the background, a man is shown who seems to be fishing in the lake. Underwater plants and trees outside can also be seen.

The caption below the picture, ‘EPSON DURABrite Prints look just as good underwater,’ and also the picture itself, both indicate that the printer's print quality is so good and clear that even underwater the print(s) will look ‘exactly the same as it did above water.’ The technique of anchoring is used, as the caption gives the picture its meaning. The picture is also ambiguous; it is conveying that not only do the printer's prints not ‘run’ and fade or smudge, but also they are so clear and good that even living organisms living underwater, such as a fish, cannot tell the difference between a print of bait and real bait. The picture also implies that the prints are as clear as crystal clear water.

The first piece of text, underneath the caption, introduces the printer and tells us the highlight of it, ‘Submerge an EPSON DURABrite print and the image looks exactly the same as it did above water’. This basically tells us that the ‘prints are smudge-proof’ because ‘they dry the moment they come out of the printer,’ and also that they ‘won't run and will last for up to 80 years without fading.’

The second and final paragraph in the text gives readers more in-depth analysis of the printer's print capabilities, ‘Rub your finger or a highlighter pen over them and the ink won't smear,’ This backs up what is said in the first part of the text. This section also mentions that

‘Each colour ink comes in its own cartridge, which keeps waste down, and so you can print on both sides of the page,’ and that ‘you’ll always end up with a pin-sharp image.’ The last three sentences advertise more products from ‘EPSON’ and also the company itself, ‘If you prefer borderless photos try EPSON DURABrite Photo Paper’, ‘Our DURABrite ink technology is available in a range of EPSON printers and All In Ones,’ and ‘To find out more please visit www.epson.co.uk or call 0800 220 546,’ all show this. The final sentence suggests and asks readers to contact EPSON or to visit the website.

The target markets, for this product being advertised, are mainly businesses who want top-quality products. The advert is merely all made up of facts; there are no opinions. This is so as it shows that the inks are really cutting edge products.

The language used is persuasive especially towards the end, as it makes some readers, especially those who are in businesses who are looking for a decent printer with excellent print quality, want to see how good the print quality is, and also whether they ‘smear’ or ‘smudge’. Those certain readers then have no choice but to see for themselves, which ultimately leads them into testing out/purchasing the product. The colour of the text is kept the same throughout the advertisement, but the sizes differ (for example the caption underneath the main picture is larger than the rest of the text below it). The main concept of the font is also kept constant all through the advert, although the caption is in bold (emphasis) and the text below isn’t.

The four pictures at the bottom of the advert show three different EPSON DURABrite printer models and a set of different colour ink cartridges. Next to them, in the bottom left of the advertisement is the “DURABrite INK” logo which also illustrates the different colours available. Finally, in the bottom right hand side of the advert, is a large “EPSON” logo, which obviously is advertising the company itself (Note that there are no slogans).

