

## Year 10 Media Coursework

In this essay I aim to deconstruct two adverts intended to endorse two diverse charities. I will be comparing the adverts and at the same time commenting on comparisons linking the two, and any contrasting characteristics. A large amount of features will be examined including language and any images used, particularly their composition. I will make an effort to regard the overall affect on the required audience and observe the potential placements of these two different types of media. I will also highlight any other important factors used like colour, framing and vectors. The two adverts I will be contrasting are the R.S.P.C.A and Sight Savers. These two are worldwide known charities. The Royal Society For The Prevention Of Cruelty To Animals are a group which campaign against cruelty to animals in contrast to Sight Savers which is a charity fighting against trachoma (an eye disease), this charity is appealing for help. This essay will go into detail about these two charities. At the end of this essay I will use a conclusion to evaluate the best advert of the two.

Each advert is giving out a message to the audience, in this case the two adverts are trying to raise money for the charity. The point of the Sight Savers advert is asking the audience to make a donation to help and treat those people suffering from trachoma. Equally the R.S.P.C.A advert is trying to raise money, however for animals not people; the appeal is for animals being cruelly treated.

I would expect the Sight Savers advert to be witnessed in a broadsheet newspaper as it has a similar layout. This advert seems as if it's aimed at adults due to the language used, for example "scarred and disfigured," compared to the R.S.P.C.A advertisement which would be seen in a magazine as a result of the layout of the text. Also it would seem that the advert is aimed at adults by reason of the language used, for example "tiny shivering mite".

Most adverts usually aim their media at a certain audience. The Sight Savers advertisement aims their advert at adults for the reason that they have the money to help the charity and they are generally more interested than children; this is stereotypical that adults know more about diseased etc. As with the R.S.P.C.A advert it too is intended for adults. This is because of the text used and that adults are usually more interested and have more money than children to help the cause.

Plenty of adverts nowadays use the technology available to enhance the quality of their ads. This is used in images to increase the impact of the picture on the audience. The Sight Savers advertisement uses the composition of still image to show a pair of eyes in black and white staring the viewer of the ad in the eye. The image has good shape and proportion. They have used the colour, texture and lighting to good effect, as the black and white eyes work well and really shock the audience. In the sides of the eyes is barbed wire. So this demonstrates to the reader that the person is going through pain. The impact of the picture on the reader is one of shock as the eyes hit them hard and instantly tell them that the person has a problem, as the eyes don't look happy. Also the barbed wire expresses the person's pain and the help required. Overall this clear-cut image sends out a crystal clear hard message. To turn to the R.S.P.C.A ad, it displays images of young puppies and kittens. The images are in black and white and show that the young animals have been badly treated, as there faces look sad. They look cute and they make the viewer feel sorry for them. These images are using the looks of the sad animals to send a message of help out to people willing to help their cause.

Sight Savers have used an image, which has been digitally remastered, as it is more effective on the audience. They've used barbed wire as it sends out a mentally powerful message and makes the reader feel their pain, whereas, the R.S.P.C.A ad uses digitally animated images to make more of an influence on the audience. This advert also uses imagery in that the eyes of the animals give out a mood of grief and make the viewer feel powerless. This makes the viewer want to give a donation to help the animals.

Figure signs are regularly used in all most types of media to make the audience feel more involved. The Sight Savers ad uses no figure signs as there is no body just the eyes of a person, compared to the R.S.P.C.A advertisement, which uses the ears of the young puppies and kittens. The ears are shown to be down in the images as this figure sign demonstrates to us the audience that they're sad and have been badly treated. This makes the viewer feel sorry for the young animals and uncomfortable. Face signs are also frequently used in the media world. The Sight Savers advert is trying to shock the audience by the way the eyes in the image look straight at the viewer and shows. Also the barbed wire in the person's eyes have a saddening affect on the audience. The eyes overall give out a shocking message.

The viewpoint of an image is very important and affective on the audience. The Sight Savers advertisement uses a low level viewpoint on the image of the poor eyes of the suffering person. This low level viewpoint is the greatest viewpoint as it concentrates on the eyes and is dominant. Furthermore it gives out a powerful message and shocks the viewer, this makes the viewer eager to help. Whereas the R.S.P.C.A ad employs a high-level viewpoint, which makes the reader less involved. This is as the animals are just sitting there. This is not extremely effectual.

Sight Savers have produced their ad to shock their audience and to make them feel in the wrong, that they aren't helping the poor people suffering. They send out an exceptionally strong message. The most effective part of their ad is the eyes which are so critical to the success of the appeal, in contrast to the R.S.P.C.A advertisement which is less effectual on the audience as it doesn't shock the reader. This advert tries to get their message across by using the cute faces of the young animals and making the audience feel sorry for them. This doesn't really work as well as the Sight Savers ad because the ad doesn't shock the audience.

In the Sight Savers ad, the page is roughly divided into two. The top half consists of a main image of the powerful eyes and a large bold title reading "**Blinking Hell**". The bottom half of the page is made up of three columns of text, where there is lots of white space between paragraphs, which makes it clearer and easier to read. The three columns surround a coupon, which is requesting a donation. This coupon is central to the page and metaphorically central to the entire page. At the bottom of the right hand column is the Sight Savers logo. This is produced in red as it's the most salient of all colours.

In the R.S.P.C.A advertisement, the page is landscape and is almost equally divided between image and text. Four columns of text frame, three posed images of "cute puppies and kittens". There are two main headlines, both in bold text so they stand out to the reader. The main columns use double spacing therefore making use of white space and being clearer for the reader. In the top right hand corner of the page, in bold, are four bullet pointed statements summarising the aims of the R.S.P.C.A thus adding clarity and attracting the eye of those without the time to read the essay in its entirety.

The Sight Savers advert uses no slogan, however it uses other important factors to attract the reader i.e. the eyes shock the reader. This advert is less effective

on the reader without a slogan in the same way that the R.S.P.C.A ad doesn't use a slogan, just the typical headline. This means that the advert again is less effective on the reader. The reader isn't as attracted without a slogan, which makes the reader want to read on. This advert really requires a slogan as it lacks the cutting edge, which attracts the audience like the Sight Savers advert with the eyes and the big black bold title.

The Sight Savers ad has used the headline "Blinking Hell." It is in large bold black letters and so catches the reader's attention. One might suppose that the headline fits in nicely with the black and white image. The headline's easy to read and well spread out making it easier for the reader to read. The headline relates brilliantly with the image compared to the R.S.P.C.A ad, which uses the headline "Geri's ordeal", and "Harvey's tale of terror". The headlines don't really stand out or really appeal to the reader. Without the images of the animals the advert would be boring as it would seem that the "Blinking Hell" headline would still be quite effective without the image, but the lines make you feel sorry for the animals.

The layout of an advert is very important; it needs to be well spread out and easy to read. The Sight Savers ad uses paragraphs and columns that are well spread out and look interesting. The page is made up of three basic columns of text with lots of white space between paragraphs. In the middle of the page is the coupon for a donation as with the R.S.P.C.A ad which uses paragraphs well spread out but not as greatly as the Sight Savers ad. This advert could use more paragraphs to make the layout of the text more enhanced and less boring as if someone saw the ad they may think what a long piece of writing, I can't be bothered to read all that.

The Sight Savers logo is quite an eye catching logo as it is red, the salient of all colours and the charity have used alliteration in there charity name Sight Savers, which goes round the logo. The logo uses a globe, which connotes that, the charity works worldwide. This logo is very effective and eye catching, in contrast the R.S.P.C.A ad which doesn't show or use any logo and so may not interest the reader as they may believe the charity is not well known and that it isn't a registered charity though it does say in writing in the ad that it is a registered charity. The reader may not want to read through the whole ad to find the written proof. The reader may look for the logo and may not see it and wont want to read the ad. Also the ad doesn't look professional without a logo.

The hook is very significant in an advertisement as it is what draws the audience's attention that's going to make them want to read on. The Sight Savers ad has used the image of the eyes to draw the attention of their audience. The eyes take up a lot of the top half of the page and look the reader straight in the eye. They shock the reader. The eyes are so important to the success of the adverts appeal equally in the R.S.P.C.A advert the images draw my attention as the young animals look cute and there poor eyes make the audience feel sorry for them as they look scared. The kitten is very effective as it stares at the reader and it is very cute. Its face makes you think that it's asking you to help it. The images are quite appealing to the reader and the reader also straight away feels that the animals are sad and have been un-fairly treated. Again the hook here isn't as powerful as the one in the Sight Savers ad.

Emotive language is used for effect using the word/phrase to make the reader feel emotion. This is a very efficient on the audience and in the success of the ad. The audience need to have a strong message sent to them for the ad to succeed, either by using emotive language or hard-hitting phrases etc. These emotive words/phrases need to have the qualities of the premier league not the Vauxhall conference as they don't have the same effect on the audience, as they aren't deep meaning

words/phrases in the Vauxhall conference compared to the premier league words/phrases. The Sight Savers advertisement has used emotive language to good effect. "After years of suffering", this is a phrase out of the text and is very emotive; suffering is always a touching word. It is such a deep and saddening word. The syntax of the phrase is excellent as we know that suffering is a very emotive word and to know that the person has been suffering for years, it really hits the reader hard and makes them think. This is a very emotive phrase and very effective on the audience. Sight Savers also use words like "agony"; these types of words make the audience think about how it would feel to be in the shoes of the person in agony. The word is again deep and really makes the audience think. The audience straight away knows that the persons going through pain as agony is another word for pain but more stronger and emotive. "Their suffering is totally unnecessary," this well constructed phrase is very effective on the audience as the ad tells them that the people are suffering unnecessarily. Again the extremely emotive word "suffering" has been used and the audience now feel guilty that the people are suffering unnecessarily and that they can help the poor people with one phone call. This advertisement has used emotive language of premier league quality compared to the R.S.P.C.A advertisement which uses quite good emotive language for example "terrifying ordeal," terrifying is a good emotive word and ordeal links in well with the word as there saying they've been through it for a long period. Also the usual excellent emotive words such as "suffering" have been used which really make the audience think about what the animals have been going through and whether this suffering could have been stopped if they had made a donation of some kind to help there cause. But these words like "suffering" have been used, but they aren't really as effectual as they don't really relate to the images as well as in the Sight Savers ad. This is as in the other ad the word "suffering" really links up well with the image of the poor eyes with the barbed wire inside the eyes. We as the audience cant see the animals actually suffering in the images compared to the eyes in the Sight Savers ad. Other emotive words/phrases demonstrated are ones such as "Geri's **adorable** little face on that cold winters day," they are trying to make the audience feel emotive happiness first by using the word "adorable" which is followed up by "on that cold winters day." This makes the audience feel saddened emotion, as the little adorable animal was out on its own on a cold winters day. This is quite a syntax and emotive phrase as it uses both types of emotion. But compared to Sight Savers ad this advertisement does not use their emotive words to the effect that the Sight Savers do. The audience are shocked and have seen the effect of the disease in the Sight Savers as the image of the poor person suffering is shown. The words are more powerful, deep and emotive in the Sight Savers ad compared to the R.S.P.C.A advert which uses good emotive language which doesn't effect the audience as much due to the images the words relate to. The images aren't shocking and don't send a dominant message to the audience.

Overall I would declare that the Sight Savers advert is the better of the two as it is more appealing and eye catching. The image of the eyes and the title "blinking hell" catches the reader's attention and shocks them. The vectors used by this ad are so important to the success of the appeal. This advert also contains all the necessary information including the problem and the information required for the reader get in contact with the charity. Also the adverts well spread out and has an eye-catching and professional logo, everything required for a good advert and a successful appeal. To sum up the R.S.P.C.A ad I would say that it is second best as it doesn't appeal to the reader as much as the required for a good ad and it doesn't include all the necessary

information like how to contact the charity. Also the charity included no logo on the advert and also the ad doesn't have the best of layouts needed. It requires to look attractive and to include all necessary information. Unfortunately this advertisement doesn't include all this and that's why it's not the better ad out of the two and that's why I believe the ad won't be that successful.

Sanjit Khera 10H