

MEDIA STUDIES



2006 SEC ADVERTISEMENTS

QUESTION A



THIS ADVERTISEMENT - FOR THE 1999 NATIONAL PLOUGHING CHAMPIONSHIPS - PROVIDES THE READER WITH VERY LITTLE WRITTEN TEXT. MUCH OF WHAT THE ADVERTISERS WANT TO COMMUNICATE IS CONVEYED VISUALLY. WHAT DO YOU THINK IS COMMUNICATED ABOUT THE EVENT BY THE PICTURE? (20)



ANALYSING THE PICTURE

- ❖ Colours: natural, earthy
- ❖ Furrowed brow: alludes to ploughed furrows in field AND intense concentration of participants and onlookers
- ❖ Man's cap is associated with rural life
- ❖ Man's forehead is suggestive of outdoor life, farming etc.
- ❖ Slightly unkempt hair and brows suggest outdoor life and - along with wrinkled forehead - bring to mind an older man

QUESTION B

- ❖ Do you think this advertisement is effective in promoting the event? Explain your answer with reference to the advertisement.



MARKING SCHEME -EFFECTIVE

- ❖ Eye-catching: not immediately clear what it is about but the lack of flashy visuals and bright colours would be appealing to a more mature audience
- ❖ Copy is no-nonsense. Facts are given in a plain font at the very bottom of the page. This suggests the event speaks for itself and those who will attend know what to expect. It is not the sort of event people would be likely to attend on impulse or because they saw a flashy ad!
- ❖ Quirky humour in linking old man's forehead to ploughed field is likely to appeal to those who know the rigours of farm life and would be likely to relate to the picture and think of individuals they know who resemble the image.

MARKING SCHEME -INEFFECTIVE

- ❖ Does not promote the ploughing championships to anyone but those who would already be likely to attend.
- ❖ Dull colours are not eye-catching or appealing and would be unlikely to appeal to a younger audience. Limits target audience to older people.
- ❖ Not enough detail given about the stalls etc. that are also available at the ploughing championships. Bald facts which are, again, likely to be already known to those who regularly attend the event.

REMEMBER...

- ❖ Both questions ask you to link your points to the event in question, so you **MUST** keep thinking of the ploughing championships and whether or not the advertisement does a good job in promoting them.