

ADVERTISING



MEDIA STUDIES

WWW.AOIFESNOTES.COM

ADVERTS

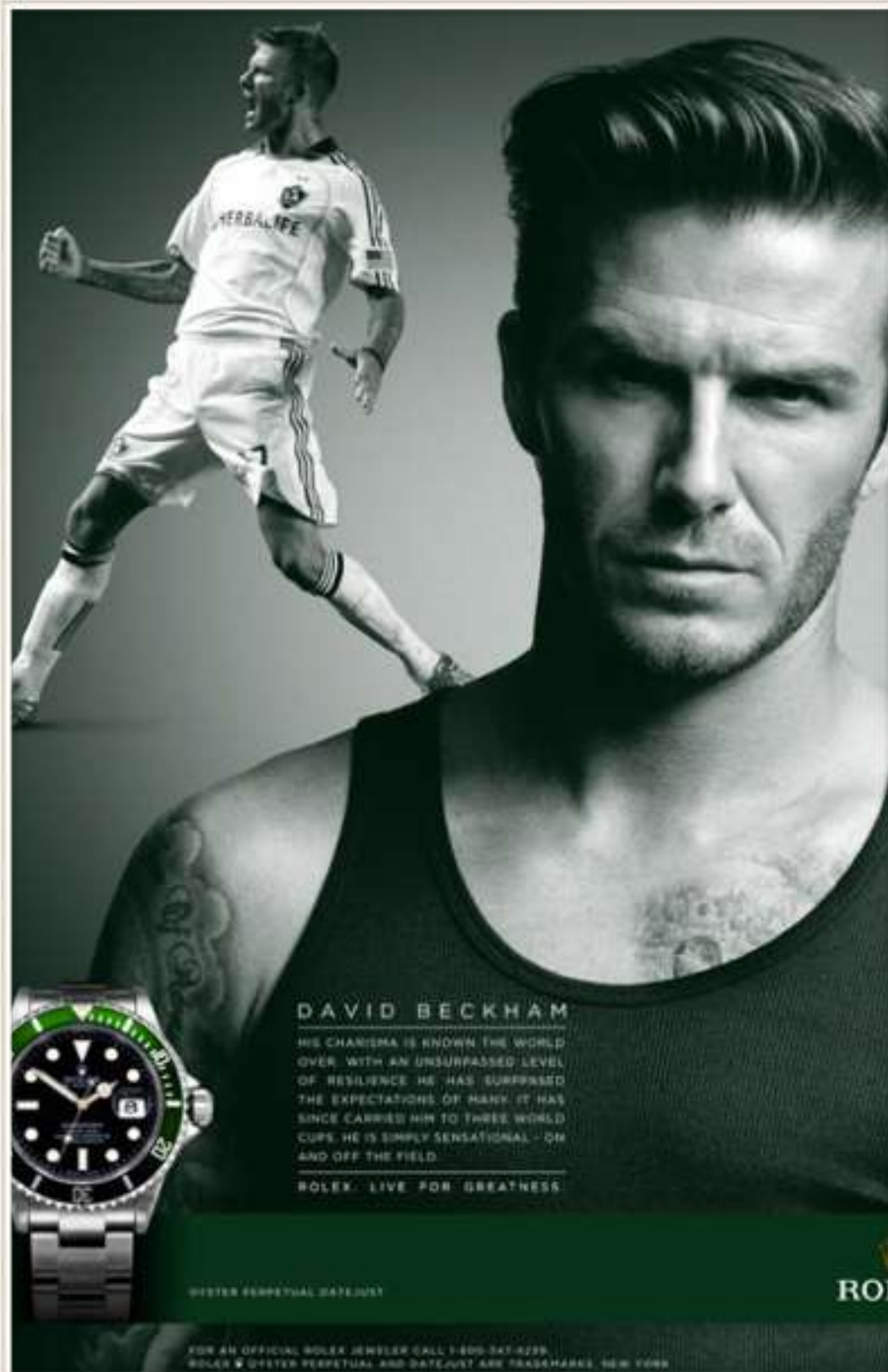
- ❖ DESIGNED TO CATCH OUR ATTENTION
- ❖ GIVE US INFORMATION ABOUT THE PRODUCT
- ❖ PERSUADE US TO BUY THAT PRODUCT



LIFESTYLES

- ❖ If you buy this product, you will have a better life!
- ❖ Happy families
- ❖ Glamour
- ❖ Romance
- ❖ Luxury
- ❖ Success
- ❖ Physical attractiveness





DAVID BECKHAM

HIS CHARISMA IS KNOWN THE WORLD OVER. WITH AN UNSURPASSED LEVEL OF RESILIENCE HE HAS SURPASSED THE EXPECTATIONS OF MANY. IT HAS SINCE CARRIED HIM TO THREE WORLD CUPS. HE IS SIMPLY SENSATIONAL - ON AND OFF THE FIELD.

ROLEX. LIVE FOR GREATNESS.

OYSTER PERPETUAL DATEJUST

FOR AN OFFICIAL ROLEX JEWELER CALL 1-800-347-4229.
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L'ORÉAL PARIS

MAT MORPHOSE

Diane Kruger



NINTENDO DS Lite

LANGUAGE OF ADVERTISING

- ❖ Written text is called the **copy**
- ❖ Imperative verbs can create a sense of urgency: 'hurry', 'go', 'rush' etc.
- ❖ Exclamation marks create urgency and excitement too: 'Not to be missed!'

BUZZ WORDS

THE CLICHES OF THE ADVERTISING WORLD



From the ClariNet Electronic Newspaper <info@clarinet.com>

THE LATEST MIRACLE REVOLUTIONARY CONCEPT...

BUZZ WORDS ARE SO OVER-
USED THAT THEY HAVE
LOST MUCH, IF NOT ALL, OF
THEIR IMPACT



JARGON

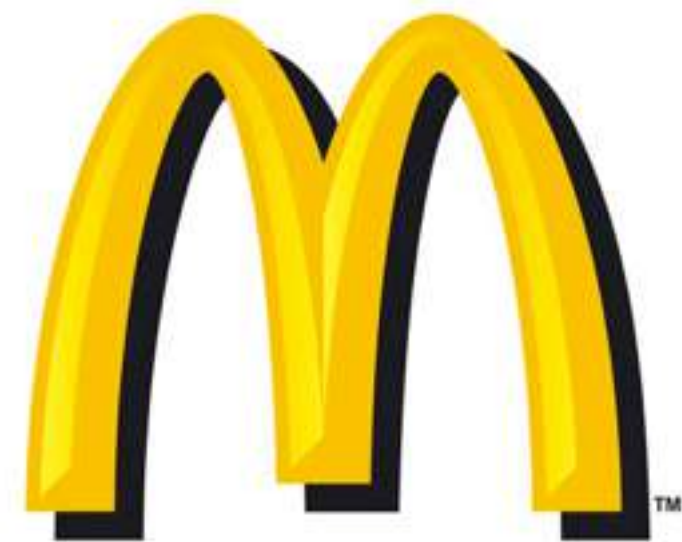
- ❖ Pro-collagen
- ❖ Cellular
- ❖ Regeneration
- ❖ All these words are more or less meaningless and are rarely understood but make the product sound scientific



SLOGANS

- ❖ Can remain the same for many years
- ❖ Make the product memorable





i'm lovin' it™



It's finger lickin' good!

ALLITERATION, ASSONANCE, RHYME ETC.

- ❖ Make it easier to remember the slogan or catchphrase
- ❖ Jaguar: Don't dream it. Drive it!
- ❖ Jaguar: Grace, space, pace.
- ❖ Jaguar: Unleash a jaguar
- ❖ Jaguar: Born to perform

HUMOUR, NEW WORDS

- ❖ Puns are often used for comic effect
- ❖ New words may be coined: ‘snacktivity’, ‘fruitilicious’



VISUALS

- ❖ Pictures are a quick way to capture our attention
- ❖ Beautiful women, cute children, famous celebrities are often used.
- ❖ When a celebrity is used, this is called endorsement
- ❖ Pictures may be photoshopped to give an image of perfection



COLOURS

- ❖ Red: danger, action, vitality, passion, love, strength
- ❖ Pink: love, femininity, romance
- ❖ Green: nature, cleanliness
- ❖ Gold: prestige, luxury, wealth
- ❖ Silver: science, modernity, luxury
- ❖ Yellow: joy, energy, warmth



- ❖ Blue: tranquillity, health, cleanliness
- ❖ White: innocence, purity, goodness
- ❖ Orange: happiness, stimulation, creativity
- ❖ Black, power, elegance, formality, death