

Assignment: Advertising Analysis

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Visual literacy is the awareness of the importance of visual communication and one's ability to interpret or make meaning out of images & graphics.

Advertisers create images urging us to believe ideas, buy products, go places, or alter our views/behaviors.

To **analyze** something means to divide the whole into its parts and look at the relationships among them. Then, use this understanding to better understand the whole—how it functions and what it means.

Most ads involve **parity products**—products that are roughly equal in quality to their competitors. Advertisers appeal to audience's hopes, fears, and desires, suggesting that their product will dispel these fears or deliver on these desires.

[How to Analyze an Advertisement](http://www.medialit.org/reading-room/how-analyze-advertisement) [_ \(http://www.medialit.org/reading-room/how-analyze-advertisement\)](http://www.medialit.org/reading-room/how-analyze-advertisement)

[WikiHow: How to Analyze an Advertisement](https://www.wikihow.com/Analyze-an-Advertisement) [_ \(https://www.wikihow.com/Analyze-an-Advertisement\)](https://www.wikihow.com/Analyze-an-Advertisement)

Analyzing Camera Techniques

- Distance of camera from subject. For instance, a close up increases intensity of photo & suggests importance of subject.
- Orientation of image & camera angle. For example, a low angle— grants superiority, status, & power to subjects whereas a high angle reduces subject to childlike status and a level angle implies equality.
- Eye Gaze: looking directly at camera implies power.
- Other Effects: Parts of an image are in focus, others are blurred. This suggests the importance of the focused part of the image. Also, blurring could suggest movement.

Analyzing Compositional Features of Images

- What furnishings & props are used?
- What colors are used?
- Is the setting indoors/outdoors?
- Who are the people in the photo?
- Why are they here?
- What are they doing?

Models:

1. Instrumental— acting out real-life roles.
2. Decorative— they are eye candy.
 - How are the models posed, clothed, & accessorized?
 - Note facial expressions, eye contact, gestures, activities, posed relationships among actors & objects, & relative sizes. (Who is looking @ whom? Who is above or below whom? Who or what is in the foreground or background?)
 - What social roles are being played & what values appealed to?
 - Are the gender roles traditional or nontraditional?
 - Are the relationships romantic, erotic, friendly, formal, or uncertain?
 - What are the power relationships among characters?

Relationship between images & words

- Notice the document design of the words, the style of the language, & the implications.
- Note the kind of product information that is included or excluded.
- How do the words reinforce the visual message?

Target Audience

Who is the audience being targeted--breakdown by demographics--gender, race, socio-economic class, age, marital status, childed or childfree, etc.?

Go online and do a Google image/video search for socio-political-themed advertisements related to your semester's topic.

Post should be a minimum of 250 words analyzing your print ad or commercial. Include a link to either the image (ad) or video (commercial) or upload image/video.

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Points 2

Submitting a text entry box, a website url, a media recording, or a file upload

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