

HOW TO ANALYSE AN ADVERTISEMENT / AWARENESS CAMPAIGN IN A STRUCTURED WAY

4 STEPS:

- INTRODUCE the document (genre, origin, topic / theme, etc.)
- DESCRIBE the document (general impression, parts, etc.).
- ANALYZE and INTERPRET the document (context, reactions, etc.).
- CONCLUDE / GIVE YOUR OPINION about the document.

STEP 1: INTRODUCTION

Genre: advert(isement) / awareness campaign

Origin (if given or deductible): the document comes from... / it is taken from... / it was published in...

It was created by + name of the artist / advertiser / advertising company

The document is based on a painting / drawing / photo(graph) / black and white picture / collage / photomontage...

Topic (= theme): the document is about ... / it deals with ... / Its main (= principal) topic is ...

It represents (= features = shows = illustrates = depicts) ...

It advertises (= promotes)..... / it is a tool for the promotion of ...

It raises awareness about (= alerts people to the problem of) ...

STEP 2: DESCRIPTION

General Impression(s)

On the image / picture, the scene takes place in (= the scene is set in) ...

The probable historical period is ...

The main (= principal) character(s) is / are ...

There are many dark / light colours. The picture is mostly composed of vertical / horizontal lines.

The drawing is very realistic / quite blurred (= unclear). The picture looks dynamic / flat / static, etc.

The composition conveys (=expresses) an idea of rigidity / (dis)order, etc.

Parts

This image / picture / painting is divided into ___ parts. There is a striking contrast between... and...

This element takes up one third / half of the space.

 **There are elements which are specific to an advertisement / awareness campaign:**

- The catchphrase
- The caption
- The slogan
- The logo
- The brandname
- The picture

 **Use the present in BE + V-ing to describe what people are doing on a picture!**

The man in the foreground is + V-ing ...

There is an old woman who is + V-ing ... in the background.

We can see / note / notice / spot a person who is + V-ing ... in the distance

Focus: the focus of the picture is ... / the viewer's attention is drawn to...

STEP 3: ANALYSIS

Feelings:

We can easily imagine that since (= because) / for (= because) / as

We can see, therefore (= so) the person must be (+ V-ing) / must have (+ Past participle)

As we can see (that), we can infer (= deduce) that

We can notice that, consequently (= as a consequence) we can suppose

Symbols:

In the document, refers to (= alludes to)

The element / object / colour symbolizes (= is (very) symbolic of)

The character epitomizes (= is a perfect illustration of)

The artist's / creator's / advertiser's intentions and message:

The character / element / object expresses the idea that

The document gives (more) information about ...

The catchphrase points to the fact (= suggests = indicates) that

It advertises (= promotes)..... / it is a tool for the promotion of ...

The artist / campaign designer denounces (= condemns = criticizes) ...

The advertiser wants to raise the controversial (= polemical) issue (= problem) of

The creator wants to make people aware (= conscious) of the fact that

STEP 4: CONCLUSION

Give your opinion:

I think this document is a little / rather / quite / extremely + ADJECTIVE because

As far as I am concerned / Personally / To me, this document is

I think this advert(isement) / awareness campaign brilliantly illustrates

I think the advertising designer / artist is very talented because ...

What strikes / shocks / surprises me in this picture is...

A few useful adjectives... among others:

humorous (= funny) - ironical - witty - clever - smart (= intelligent) - moving (= emotionally touching) - poignant - enthralling (= fascinating) - flat (= insipid) - dull (= uninteresting) - tedious (= boring) - scary (= frightening, alarming) - disturbing (= offensive, shocking) - ambiguous - unclear - straightforward (= direct) - challenging (= provocative) - convincing - original - imaginative - unconvincing - excessive - exaggerated - misleading (= false, distorted) - stereotyped - conventional...

Open up: draw a parallel and expand your presentation by commenting on a larger subject or a topic that you can associate to the document: recent news, a book, a movie, a social trend (= tendency, fashion), a historical fact, an experience, etc.

To me, this advert / campaign is quite similar to

We can draw a parallel (= make a comparison) between this document and

This advert(isement) / awareness campaign reminds me of (= makes me think of)

We can relate (= link) this document to , indeed (= as a matter of fact)