



# A quick guide for analysing adverts (English P1)

# What Are Advertising Techniques?

Note! This is NOT our old friend “**AIDA.**”

Attention, Interest, Desire, Action (AIDA) are part of **all** advertisements – they are **steps** that the consumer/members of the **target market follow** when exposed to the advert.

**Advertising techniques** are a bit more specific to each advert. More than one technique can be used in a single advertisement. They are sort of **how the advert achieves AIDA.**

# Advertising Techniques:

## Visual:

The use of an **image** – very common in adverts. Analyse how the used visual enriches the advertisement when writing your answer.

Does it depict the described product? Does it match the used text? Is there a pun that is created with the image? Is another technique used IN the visual?

## Language:

This is basically about the use of words. How are words being used to sell this product? Is there a lot of **emotive language**?

## Gimmicks:

A sort of trick, used to attract attention.

### **Examples:**

*Buy one, get one free!*

*All you can eat – only R200 per person!*

## Emotions and Desires:

Appealing to emotion and desire.

### **It goes like this:**

You come across an SPCA advert with a visual of a cute, homeless puppy looking sad.

You see this visual and feel sad, pitying the cute dog. You then WANT (desire) to help the puppy and thus, want to donate to/adopt a pet from the SPCA.

Ta-da! You have been manipulated by an advert. Isn't capitalism wild?!

### **NOTE:**

Desires can be **self-focused** (eg: being as attractive as a model /celebrity or losing weight) or they can be more **outward in focus** (eg: helping a puppy, doing something to change the unfair systems of the world etc.)

## Sex Appeal:

It's in the name y'all!

Usually in images. Attractive models incite desire – either because the person viewing them is attracted to them, OR they desire to be as attractive as them.

(Second part links well with 'Emotions and Desires.')

### Universal Concerns:

- *Global warming.*
- *Poverty.*
- *Gender inequality.*
- *Ineffective education systems.*

All these are *issues that are well-known*. Adverts often incorporate these kind of issues as people often have a **DESIRE** to change things regarding these issues. People also have a general understanding of them.

### Celebrity Endorsement:

Does *Ronaldo* wear this cologne?

Does *Billie Eilish* recommend this app?

Does *Emma Watson* support this organisation?

Well, if so – you've got yourself some **celebrity endorsement!**

This is simply having celebrities featured in images or mentioned in text, usually showing that they endorse (support) what is being advertised. This also ties in well with 'Emotions and Desires,' as individuals **follow**, look up to and **WANT** to be/look like celebrities.

### **Statistics:**

They add legitimacy/credibility.

Examples:

“50% of people...”

“1 in 3 womxn are...”

“...an increase of 12,8%.”

### **Science:**

The use of scientific jargon\* or scientific evidence.

### **Examples:**

“Research at the University of Pretoria shows...”

“Recommended by 4 out of 5 scientists...”

\*Jargon – special words used in a specific field or profession, often not understood well by others.

Examples:

“RAM,” “backup,” “software” – computer jargon

# Analysing IMAGES:

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In **cartoons** and **advertisements**, these are a few things to look for and **comment on**:

## Facial expressions:

Raised eyebrows, furrowed eyebrows, a smile, a frown, enlarged eyes, an open mouth... etc.

indicating WHAT?

Fear, surprise, joy... etc.

## Body language:

Raised arms, outstretched arms, head on hands, slouching... etc.

indicating WHAT?

Alarmed, tired, frustrated... etc.

## The type of shot:

*Is this a close up photograph?*

*HOW is this effective?*

*Is this frame in the cartoon zoomed out.*

*What does it indicate? Time passing, possibly?*

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# Reminders!

Remember to **refer** to the advert (or cartoon etc.) and add your explanations! **Explain** how the technique is effective, or answer however you are instructed.

Refer to **TEXT** when they ask for **TEXT/DICTION**.

Refer to **VISUAL** when they ask for **VISUAL/ILLUSTRATION/IMAGE**.

Refer to **BOTH** when they ask for **BOTH**.

Same applies for cartoons in terms of **words** vs. **body language** vs. **facial expression**!

Refer to what they want you to refer to!

Read and follow the questions carefully!