

Task 2 Assessment Description

Text Analysis

Analysis of an Advertisement: A Report

Purpose

- To comprehend information, ideas and perspectives in an advertisement.
- To demonstrate an understanding of the purpose, structure and language features in an advertisement.
- To analyse the ways in which advertisers convey information, ideas, perspectives and target a particular audience.
- To identify and analyse the ways in which language and visual features create meaning in an advertisement.

The Task

After the guided exploration of the range of print and multimedia advertisements in the Task 2 folder, select a print advertisement to analyse as the basis for a report. (You may also choose your own advertisement, including multimedia ads if you wish)

Process

In a small group, or on your own, use the **Print Advertising Sheet** as a guide to summarise each of your chosen advertisement. Note that the main components of an advertisement are:

1. Headline
2. Picture
3. Supporting text- all the other words, including logo or symbols.

Now look at the advertising **powerpoint** while guided by your teacher/facilitator in order to gain a deeper understanding of the ways in which advertisers target a particular audience.

Your teacher/facilitator will then talk with you and explain in more detail the ideas contained in the sheet headed, **Advertising techniques**.

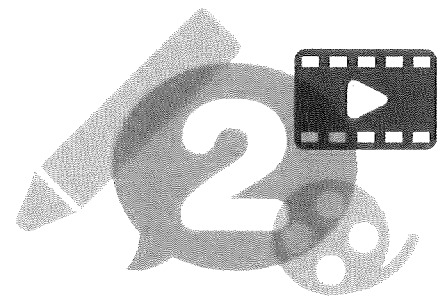
Advertising Report structure

After you have completed the above process and noted down the relevant information about your chosen advertisement, you are ready to create your report.

The report may be presented in either:

- written form (500 word maximum)
- oral form- 5 minute maximum
- Multi modal form e.g. power point with 5 slides

Whichever form you choose to demonstrate your analysis of the chosen advertisement, you should adopt the following structure as a guide.



Report Structure

1. Introduction

Briefly explain the purpose of advertising and introduce your chosen advertisement. Explain the target audience it is aimed at.

2. Analyse the headline or tag line for the advertisement. What is the strategy?

3. Describe and analyse the image or picture for the advertisement.

- What does the picture convey? How does it impact on the target audience?
- Explain the colour scheme of the advertisement and its impact on the advertising strategy
- Are there any secondary supporting images, such as of the product itself?

4. Language strategies

- How is persuasive language used in the advertisement?
- Figurative language?
- Repetition of sounds or consonants
- Stereotyping, pathos, narrative etc

Conclusion

How effective is the advertisement in selling its message?

Would it persuade you to purchase or act on the message if it is intended to influence behaviour?

Capabilities

This unit of work provides an opportunity for students to work within the capabilities of: Literacy, Information and Communication Technology, Critical and Creative Thinking.

Assessment Design Criteria

Communication

- C1 Clarity and coherence of written and spoken expression, using appropriate vocabulary.
- C2 Demonstration of grammatical control.

Comprehension

- Cp1 Comprehension of information, ideas, and perspectives in texts.
- Cp2 Understanding of the purpose, structure, and language features in texts.

Analysis

- An1 Analysis of ways in which creators of texts convey information, ideas, and perspectives.
- An2 Identification and analysis of ways in which language features are used to create meaning in texts.