You will study at least 2 different print adverts. Using these adverts, take notes on way in which the following are represented. Afterwards, you will be asked to write a report that analyses the common codes and conventions employed to market the product.

|  |  |  |  |
| --- | --- | --- | --- |
| Criteria | Print Advert 1 | Print Advert 2 | Summary |
| **Layout***Consider how images and texts appear in the advert. What is emphasised? What message is being given?* |  |  |  |
| **Representation***How is the product depicted? What are the benefits of the product, according to the advert? How are men shown? How are women shown? What sort of lifestyle does the advert suggest/support?* |  |  |  |
| **Industry***Which company produced the product? What sort of ideals does this company support/represent (you will need to conduct some research)* |  |  |  |
| **Audience***Who is the target audience of the product, and how is this made evident? You should consider things like gender, cultural background, social status [upper, middle, lower class, etc.), psychographics [achievers, etc.]* |  |  |  |