Use the following as a guideline to help you structure your response. Remember, you need to compare how antiperspirant products (one male and one female) are advertised on television and in print. You will need to make reference to specific examples, and may choose to discuss general codes and conventions that you’ve seen in various adverts.

A key part of your assignment is to discuss who produces the product – this will require you to do independent research

Start by analyzing the print adverts first, using the following as a guide. Then do the same thing for the television adverts.

* Discuss the codes and conventions that are used in the television and print adverts to try and sell the product (what do all the ads you’ve looked at tend to have in common?
	+ Look at the use of **text, slogans and logos** – what do these tell you about the product? What benefits does the product have, according to the advert? Can those be realistically met/upheld?
	+ Look at the **images** used in the adverts – what do these suggest about the product?
	+ Look at the **style and tone** of the adverts – what message are they trying to give?
* **How** is the product marketed (consider our look at ‘needs’ – which are being addressed)?
* **Who is** the target audience (age, gender, socio-economic background, psychographics, etc)? Howdo you know this?
	+ What **assumptions** does the advert make about its intended audience?
	+ What **interests** does the advert suggest?
	+ What sort **of images/representations** are made?
	+ What **stereotypes** are used? What is their effect?
* **Where and when** *would* the ads tend to appear (use common sense to state where you’d expect to see similar advertisements)?
* What **comparisons** can be made to the print and television adverts? Similarities? Differences? Which is most effective and why?