For this assessment you need to compare how antiperspirant products 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 the adverts.

Start by analyzing the print advert first, then the television advert.

**How to start**: *For this unit, we studied the various ways that antiperspirant products are depicted and marketed to both men and women. In this essay I will be looking specifically at the similarities and differences that exist between how male antiperspirant products are sold via print and television advertisements.*

* Discuss the **codes and conventions** that are used in the advertisement. How do they try and sell the product?
  + 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?

For example: *The print/video advert that I studied is \_\_\_\_\_\_. The text it uses is\_\_\_\_\_, which suggests….*

* **How** is the product marketed (consider our look at ‘needs’ – which are being addressed)?

For example: *The ‘needs’ that the print/video advertisement addresses include\_\_\_\_\_\_. I know this because the advert uses/shows…*

* **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?

For example: *The target audience for the print advertisement is \_\_\_\_\_. I think this because…*

* **Where and when** *would* the ads tend to appear (use common sense to state where you’d expect to see similar advertisements)?

For example: *I think this advert would appear in/on\_\_\_\_\_\_\_\_\_, because…*

* What **comparisons** can be made to the print and television adverts? Similarities? Differences? Which is most effective and why?

For example: *Overall, the two adverts that I studied are similar in that they…. They are different in that they… The most effective advert, in my opinion is\_\_\_\_\_, because…*

*Glossary of Terms to use in your assessment:*

**Gender** – male, female – *the target audience is largely male…*  
**Sexuality** – straight, gay, bisexual – *the target audience is largely straight…*  
**Represents/Representation** – use when discussing how the various genders/people are shown in the adverts – *Throughout this advert, women are represented as…*  
**Detonates** – an everyday object, image, etc. (an apple; a girl; the colour red) – *The advert uses common denotations of women, the colour black…*  
**Connotes** – associations made about an object, image etc. (an apple represents knowledge; the colour red represents anger, love, etc). – *The use of the colour black connotes masculinity…***Image –** a visual representation of something – *the advert uses a lot of images of woman, the product…***Text** *–* the textual elements included in the media text. This can include looking at size and font. – *The text in the advert is a very bold font, written all in capitals, and takes up a large portion of the advert*.**Sign –** a word or image used to represent an object or an idea – *the advert uses images of sexy looking women as a sign that the product…***Stereotyping –** representation of people or groups by a few characteristics – *the advert uses the stereotype that…***Psychographics –** variables and attributes relating to personality. Psychographic categories include aspirers, achievers, mainstreamers, explorers, the resigned, etc. – *The advert appeals to aspirers, because…***Needs –** the idea that all adverts exist to fulfil certain ‘needs’. These needs include the need for friendship, need to survive, need to achieve, need for attention, need for prominence, need to find meaning in life, need to dominate/gain control. – *The advert fulfils the need to dominate/gain control, because…***ACORN Categories** – a breakdown of the population into earning groups; these include:

**A – Upper middle class –** lots of disposable income

**B – Middle class –** a fair amount of disposable income

**C1 – Lower middle class –** some disposable income

**C2 – Skilled working class –** some disposable income

**D – Working class –** little disposable income

**E** – **Lowest level of subsistence** – no disposable income