

Persuasive Prose: Advertisements

Obviously we all know what an advertisement is, given how we are barraged with advertisements every day in modern society, but I will provide a basic definition here, just in case: An advertisement is a medium through which ideas, products and services are sold to individuals. This is often accomplished through visual, linguistic and audio media which are intended to sell, convince or recommend whatever is being advertised.

When analysing advertisements, always pay attention to any images used, along with words, phrases, colours, people and items presented, as well as the positioning of all the elements in the spread you are examining, type size and choice of font, as you can be sure that the author of the advertisement has paid attention to all of these aspects in their efforts to convince their intended audience to buy whatever they are selling and all of these elements can provide you with valuable insights into who the author is targeting and how they are doing it.

Obviously, advertisements aim to get the attention of the target audience through emotional manipulation, which is accomplished by the above elements, so you always need to question why and how such adverts are constructed, who they are developed for and what it is they are trying to sell.

Advertisements exist all around us and act on us every day, whether they are branding on cars and busses, billboards, bumper stickers, adverts on television and radio, banners on websites or print adverts in newspapers and magazines. Given that advertising so heavily permeates society, it is important, as active and engaging participants in society, that we are able to recognise adverts and the particular strategies which are used to influence the people exposed to them.