

English 3201
Media Deconstruction Unit

Effective Advertisements

Watch the following advertisement:

SHIP MY PANTS: <http://m.youtube.com/watch?v=l03UmJbK0IA>

Before proceeding to the written portion of this exercise, be sure that you are familiar with the following terms:

Colloquialism/Slang

Purpose/message

Demographic

Shock value

Text choice

Target audience

Tools of persuasion: shock appeal, plain folk, malapropism

Answer the following questions in the spaces provided.

1. Whose message is this? Who created or paid for it? How do you know?

2. Who is the target audience/demographic? What is their age, ethnicity, class, profession, interest? What words, images or sounds are indicators of the target audience?

3. What is the *text* of the message? (Remember that text is more than what we actually see/hear; it includes written or spoken words, photos, drawings, logos, design, music, sounds, etc.. Text is anything from which we can derive a message).

4. Discuss any 2 tools of persuasion used in this ad. How are they effective?

5. What is the subtext? (the hidden or unstated meaning)

6. How is the use of *colloquialism/slang* effective?

Other ads from the Kmart campaign for extension:

Yo Mama: <http://www.google.ca/search?q=kmart+yo+mama&ie=UTF-8&oe=UTF-8&hl=en&client=safari&safe=active#hl=en&q=kmart+yo+mama&safe=active&tbm=vid>

Big Gas Savings: <http://m.youtube.com/watch?v=m1yir-p68xM>