Anthony Evans

English 131

Leah Rankin

10/29/12

Short Assignment 2.1 – Analysis of a Static Advertisement

There are many different types of advertisements: each advertisement uses different symbols and images to draw the audience in, while trying to relay a certain “message” to the audience. I will be analyzing the advertisement for a certain brand of batteries. Contained in this Static advertisement is a camping trailer, a toy truck, a road, a scenic view of the snowy mountains, and a very small Panasonic battery in the upper right hand corner. Through the use of linguistic, denoted and connoted messages this add effectively presents Panasonic batteries as being stronger and longer lasting than any other battery because while using them, even a remote control truck can pull a large camping trailer.

While looking for a linguistic message there appears to be a lack of text in this advertisement, therefore many people will believe that the ad lacks persuasiveness. However, even though there is very little text in the advertisement, it does not necessarily mean there is no linguistic message in it. The linguistic message in this picture is the little Panasonic battery in the upper right hand corner. Unlike other linguistic messages, the Panasonic battery is not just text that is describing the picture, or relaying a message. Additionally it does not have a straight forward message. Instead it anchors the image to the message and overall gives the picture meaning. Just by seeing the battery in the corner, one can conclude that this is an advertisement which is meant to promote a battery. It takes what the audience knows from batteries: such as how the ones that seem to work best are the ones that last longer and that there are certain types of batteries that are stronger than others. By having a simple battery with a label in the image, one can then relate the rest of the picture to the specific brand of battery. In this case, the message being shown in this image is that Panasonic batteries are strong and durable.

Other than the linguistic message, other messages such as connoted and denoted messages are in the advertisement as well. These messages are both shown through the actual imagery. The connoted message in this particular advertisement deals with the images of the camping trailer and the toy truck. In this advertisement you see a small toy truck pulling an incredibly large camping trailer. This gives off the message that the toy truck is very strong, however when you tie in the Panasonic battery in the upper right hand corner it brings a whole new meaning. If you take the battery into account then the advertisement is not about how strong the toy truck is, but is portraying the message that Panasonic batteries are incredibly strong batteries, strong enough to make a toy truck pull a camping trailer. Thus, the connoted message of the image is that the Panasonic battery is very strong. However the denoted message in this image is much more subtle and much less obvious. The denoted message of the image deals with the less obvious aspects of the picture such as the background and the overall scenery. In this advertisement, other than the toy truck pulling the large camping trailer, you see long and winded road. The denoted message in this image is that the battery is not only strong, but it is very long lasting as well. The battery is not only strong enough to pull the camping trailer, but it is so long lasting that it can pull a camping trailer across a mountain pass.

These different messages given off by the advertisement all lead to a similar outcome: to get the audience’s attention and make them want to buy their product. Each message used helps to strengthen the overall message that they should buy this product. The linguistic message helps “anchor” the image to a certain product, helping the audience know what the ad is about. The connoted and denoted messages are simply used to support the reasons why the audience should buy this product, applying visual evidence that will draw the audience in and subtly hint that the product is the best out there. These messages all work together to draw the audience in and relay the overall message of “buy this product” as well as why you should.



**Short Assignment 2.1 Rubric**

See the course syllabus for a discussion of each evaluation category.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Outstanding** | **Strong** | **Good** | **Acceptable** | **Inadequate** |
| **Introduction:** Begins with a concise paragraph that is effective at introducing the advertisement and situating the claim. |  | X |  |  |  |
| **Claim**: The paper exhibits a claim that is clearly articulated and appropriately complex. | X |  |  |  |  |
| **Analysis**: The essay addresses how multiple parts of the advertisement work together to create a persuasive argument. This includes investigating what makes the argument persuasive as well as considering the rationale behind the rhetorical choices the author has made in synthesizing different forms of messages. |  | X |  |  |  |
| **Organization:** The paper is organized in an effective manner that highlights the overall goals of the essay. | X |  |  |  |  |
| **Tone:** Written in a manner appropriate for a scholarly audience. The presumption of knowledge is an inquisitive reader with experience in observing (although not necessarily analyzing) modern American culture. |  | X |  |  |  |
| **Format:** The paper is of the required length and follows the prescribed formatting guidelines as outlined in the course syllabus. | X |  | | |  |