

Choose your advert carefully. It should be a full-length advert, preferably with a story to it, and with as many interesting features as possible. **Don't** pick cartoons or very simple local ads. **Tape** a few ads. Choose the one you're going to do, and watch it over and over, making notes.

Then try to comment on some or all of the following aspects of it. Remember, though, to try to make your writing **personal** and give your own views. Write in sentences and paragraphs, without sub-titles or numbered headings.

You don't have to deal with all these points in this order.

- \* A story - a narrative, if there is one. What is it?
- \* How is it told? Flashback? Frequent cuts to show parts of it? A "soap"? Repetitive images?
- \* The use of colours, or black and white images.
- \* The use of editing to create a mood or a tone : is there: a sense of urgency, control, excitement, relaxation, confidence, luxury, what?
- \* The use of characters : who are they? What do they mean to you?
- \* The use of lighting and special effects. What do they tell you?
- \* The settings : is landscape used? Realistic? abstract? exotic? in/outdoor? What background is there? Is the setting important?
- \* The sound. Is there a voice? What sort? What accent? What does it imply?
- \* Is there voice-over ? What tone?
- \* Is there music? What sort? Why that music?
- \* The presentation of the product. How much detail of it is given? Does it appear a lot or hardly at all? Why? What lifestyle are you meant to associate with it?
- \* How quickly into the ad do you realise what is being advertised? What is the significance of this?
- \* The camera angles. What do they do? Is close-up used, a sense of distance evoked?
- \* What about the words. Do you see print? What sort? How often? Why?
- \* Humour. Is there any? How is it used?
- \* The overall intention of the advert. Who is it meant to appeal to?
- \* If the product is a common one (e.g. a car, shampoo, cereal etc.), how does the ad make the product seem different or special?
- \* Is the ad a "one-off" or part of a series? How does it fit in to the others?
- \* How do you rate the ad's overall effectiveness in selling the product - and as a piece of television?