

# MEDIA ANALYSIS



PREWRITING I

DESCRIPTION AND DETAILS

# Description in a formal essay

In this essay you will not be providing the ad, so one of the things you'll need to do is describe the ad. You need to create a good image of the ad for your readers, but this part should not be the bulk of your paper.

If you are using more than one ad, you may have shorter descriptions for each of them that will be spaced throughout your paper as you bring each ad.

# Description in a formal essay

Many of the pointers for description that we practiced in our first essay still apply:

- Focus on the unique qualities as the common ones will be filled in by your readers' minds.
- Use specific and concrete descriptions.
- Quote key parts you'll be analyzing, but only the parts that are key. Summarize or skip when necessary.
- Don't forget the dominant impression. What is the mood or the feeling? Pinpoint that, then review your text to figure out what specific aspects create that feeling. Describe those things.

# Describing a Commercial

In describing a commercial, you'll need to explain what's going on in the video, what is said, and what text appears on the screen.

You can find many TV commercials on YouTube:  
[www.youtube.com](http://www.youtube.com)



phallex  
condoms

*Putting a protective layer between you*

# TV Commercial Description

This advertisement for Phallex condoms is set in a nightclub, which is used to make viewers identify themselves with their typical night out. Attractive-looking females and handsome-looking men are used to identify the single lifestyle. Throughout the commercial, there are young people flirting and meeting each other. In the background, there's a female humming along with the music. As the main character in the ad goes introduces Phallex condoms, he states that he's not scared of getting STDs but he is petrified of obtaining LFDs (Life-term Financial Deprivation). Then he explains all the things he could buy with the money he would use to pay child support if he had a child. For example, he could have a new BMW every two years or a very luxurious home. At the end of the commercial, a young attractive female approaches him and asks him if he is ready. He grabs his condom and replies, "Always." The ad ends with a printed statement saying, "Putting a protective layer between you and poverty."

# Describing a Print Ad

In describing a print ad, you'll need to describe the picture/image and the text. When describing a picture it is often best to pick a starting point, for example the top right, center, or bottom, to begin with; then as you describe things you can point out where they are in relation to that.

# The Energizer Ad





# Print Ad Description

This ad for Energizer batteries is set in a child's playroom. The room is very clean, with only a few toys in the background. Against the pink walls there is a dollhouse with a few toy dishes scattered in front of it. In the one corner that is visible, there is a wicker basket with a stuffed teddy bear sitting on top of it, and above and to the right of that are some child-like drawings tacked up on the wall. In the center of the picture are two young children, probably about three years old. They are facing one another and the boy is wearing only baggy red shorts. The little girl, whose back is partially toward the viewer, is wearing a yellow sleeveless dress. The little boy is holding his pants away from his waist and the little girl is peering down them as if to see what he's got in there. In the top right corner of the ad the text reads "Energizer Batteries: Never let their toys die."

# Noting what stands out

Once you describe your text, you need to focus on what stands out and might be important to analyze. Remember, we're reading between the lines, so you're looking for details that hint at the things that are meant but not said, the audience this may be intended for, and the basic values and myths that may be implied.

# Noting what stands out: TV Commercial

- Night club setting with young people there—single young pretty people (association, beautiful people)
- Not concerned about STDs or pregnancy (humor)
- More focused on material things
- Idea that he would pay child support instead of being a father and having a family (fear)
- Implication it's better to be single and have sex and things and that's what most guys want
- Having kids will make you poor

# Noting what stands out: Print Ad

- The kids are very young—about 3 or so (association, warm and fuzzy, fear)
- Both are white and blonde
- The room is very clean
- It seems to be summer
- The text “Never let their toys die” seems like a threat or a command and implies they wouldn’t be doing what they’re doing if they had toys with working batteries.
- There are no toys that use batteries visible in the picture
- Humor, card stacking, majority belief, and euphemism are also used

### Description

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### Things that Stand Out

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# Prewriting 1

Describe the ad and make a list of things that stand out about it. This should be a paragraph or two.

Then list things that stand out that you might analyze. Include the things you can find based on the “Language of Persuasion” reading. They could be symbolic things like colors or objects. It could be stereotypes, values, or myths.