

Poster and Advert Analysis

1. Main Subject(s)

- status / appearance (age, clothing, style, hair, etc.)
- body language (facial expression, eye contact, activity, pose, etc.)
- photographic coding (framing, lighting, focus, angle, effects, etc.)
- objects and background (motivation, indexical meanings, etc.)
- anchorage

2. Design / Layout

- use of colour
- typography (type-size, type-style, font)
- use of space
- graphic devices

3. Persuasive Techniques

- genre conventions
- star / personality
- illusions of information ('facts', figures, etc.)
- figures of speech (puns, personification, alliteration, etc.)
- expert witnesses
- scientific jargon
- conscience (emotional blackmail, lifestyle commitments)
- advantageous promises (freebies, coupons, lifestyle)
- rule of three
- a sense of belonging (identities, class, etc.)
- promises of pleasure (connotations, etc.)
- gaining attention (humour, shock, surprise)

4. Audiences

- demographic profile (age, gender, class, lifestyle, etc.)

Review to conclude.