Exercise 3.6.2

Δn	alyse this visual text by answering the			
	estions that follow.			
qu a	Why is this subject used in the			
a	advertisement?			1000,7000
	advertisement:			
			(41) (月) (11) (月) (11) (月)	
b	How are lighting, colour and shading used			
	to direct the eyes of the viewer?			
		SKIN CA	NCER. IT'S KILI	ER RODY ART
c	How does the composition of the	There's some body, a	rt you want to avoid. Even a little Unomas: So always protect yourself	IV exposure on your skin can lead
	advertisement work to communicate to		And the	
	the viewer?			
			G Curat	
		www.sarsmatt.com.us	JUNJAMI.	
	How are icons and symbols used to commu	· _		
e	Where are the hotspots in this advertiseme	nt? What is their	purpose?	
		<u>· . </u>	<u> </u>	
f	How do the captions work to reinforce the	messages?		
•				
g	Who is the target audience for this advertis	ement? Give rea	sons for your an	swer.
				<u> </u>
			San	· .
h	Do you think this visual text is effective? Give	ve reasons for yo	our answer.	
	: <u></u>	<u> </u>	* ************************************	
	· · · · · · · · · · · · · · · · · · ·			
			197	