

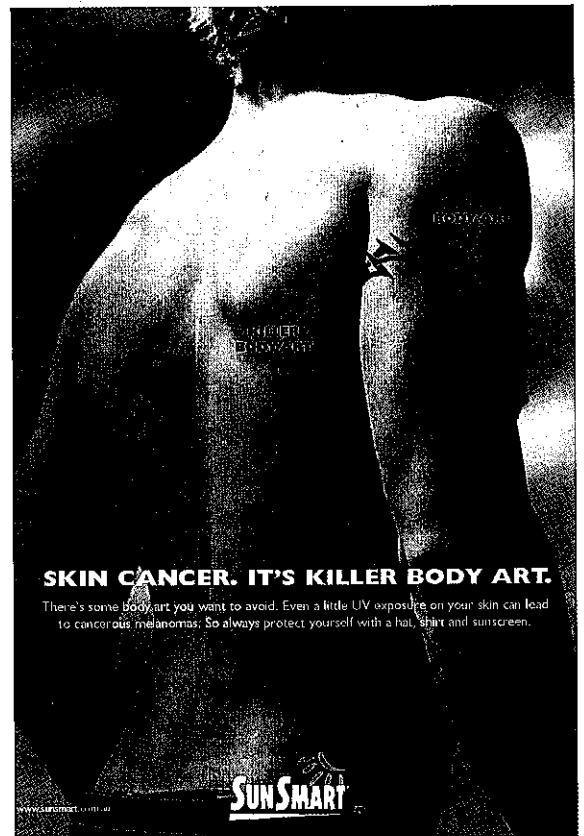
Exercise 3.6.2

1 Analyse this visual text by answering the questions that follow.

a Why is this subject used in the advertisement?

b How are lighting, colour and shading used to direct the eyes of the viewer?

c How does the composition of the advertisement work to communicate to the viewer?



d How are icons and symbols used to communicate the advertisement's message?

e Where are the hotspots in this advertisement? What is their purpose?

f How do the captions work to reinforce the messages?

g Who is the target audience for this advertisement? Give reasons for your answer.

h Do you think this visual text is effective? Give reasons for your answer.
