

Analysing Print Adverts

Part 1 - Annotation

A lesson for **IB English Language & Literature**

Paper 1 Skills

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You can download this
PowerPoint, the worksheet
and take a review quiz on this
lesson's content over at
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Paper 1 – how are you marked?

Understanding and interpretation

- Do you understand the literal meaning of the text?
- Do you have a persuasive interpretation of the text?
- Do you use well-selected embedded quotations and textual references?

Focus and organisation

- Do you organise your essay effectively?
- Do you stay focused on your guiding question?

Analysis and evaluation

- Do you insightfully analyse the writer's use of authorial choices?
- Can you evaluate how these features shape meaning?

Language and style

- Can you write with accurate spelling, punctuation and grammar?
- Do you write formally and academically?
- Do you use a range of precise vocabulary?

Annotation



TEAPCALIM



TEAPCALIM

What do you guess that these words might mean for your IB Paper 1?

- **T**ext type
- **E**lements of text type
- **A**uthor
- **P**urpose
- **C**ontext
- **A**udience
- **L**anguage
- **I**mage
- **M**eaning

TEAPCALIM

- **T**ext type: what type of text are you analysing? An advert, leaflet, blog, infographic?
- **E**lements of text type: what conventions of your text type are notable?
- **A**uthor: who produced the text?
- **P**urpose: why has the text been written? To persuade, inform, entertain, argue?
- **C**ontext: what background historical or societal information might be relevant?
- **A**udience: who is the primary and secondary audience of this text?
- **L**anguage: what is notable about the text's use of language features, such as techniques, tone or vocabulary choices?
- **I**mage: how do the images used in the text interplay with the language used?
- **M**eaning: what is the text's overall message? What is it trying to say?

Disclaimer

- TEAPCALIM helps you identify aspects of the text to analyse, but it won't be the total sum of your answer.
- You will have to respond to the text you have been given.
- For example, in one text might be heavily focused on audience whereas another text might require a lot more analysis of visuals.

This is a print ad that appeared in an American comic book, Super Cat, in 1957.



12 REAL DOLLS

Real Cotton Dresses and Hats

Make your little girl feel like a real Princess! Watch her face light up when she opens up the box and discovers what's inside. 12 beautiful dolls—each 3½ inches tall, made of plastic with movable arms and legs and dressed in a different colorful costume. She'll be kept busy for hours on end playing with her family of dolls. Wonderful playthings—and what else is wonderful is the price—the 12 dolls in a box for only \$1.00, plus 25¢ for postage and special packing.

The Set Complete

\$1.00

PLUS 25¢ FOR PARCEL POST

HOUSE OF DOLLS, BOX FC-7
Box 352 New York 3, N. Y.

NO C.O.D.s

Enclosed \$1.00 plus 25¢ for parcel post for complete set 12 REAL DOLLS

PRINT NAME _____

ADDRESS _____

CITY _____ STATE _____



100 TOY SOLDIERS

★ FUN TO SHOW
★ FUN TO TRADE
★ FUN TO COLLECT

\$1.25

100 TOY SOLDIERS, MADE OF DURABLE PLASTIC, EACH ON ITS OWN BASE, MEASURING UP TO 4 1/2"!

PACKED IN THIS FOOTLOCKER TOY STORAGE BOX

EACH FOOTLOCKER CONTAINS:

4 Tanks	8 Officers
4 Jeeps	8 Waves
4 Battleships	8 Wacs
4 Cruisers	4 Bombers
4 Sailors	4 Trucks
4 Riflemen	8 Jet Planes
8 Machinegunners	8 Cannon
8 Sharpshooters	4 Bazookamen
4 Infantrymen	4 Marksmen

MODERN TOY
Box 352 New York 3, N. Y. NO COD's

HERE'S MY \$1.25
Rush the TOY ARMY TO ME!

Name _____

Address _____

City _____ State _____

Canada and foreign orders send \$1.50 postal money order.

SUPER-CAT Vol. 1, No. 1, Aug. 1957. Published bi-monthly by World Famous Comics Inc., 540 Park Ave., New York 21, N. Y. Publisher, Robert W. Farrell; Editor, Ruth Roebbe; Art Editor, S. M. Iger. Application for second-class entry pending at the Post Office, New York, N. Y., under Act of March 3, 1879. Additional entry pending at Holyoke, Mass. Subscription in the United States and its possessions, 10 issues, \$1.00, single copies 10c. All names in this periodical are entirely fictitious. Advertising Representative, Dave Geler, 31 W. 47 St., N. Y. C. Entire contents copyrighted 1957. Printed in the U. S. A.

In what ways does the interplay between image, layout and language help the advert to achieve its purpose?

TEAPCALIM

What is the text type?

Print ad: 12 Real Dolls and 100 Toy Soldiers

Text type – print advert



You could find print adverts in magazines, newspapers, comic books, etc.

What is the author, purpose, audience and context?

Challenge yourself: is there a secondary audience or a secondary purpose to this text?

Author, purpose, context, audience

- **Author:** A comic book for children named, Super Cat.
- **Context:** 1957 America, more patriarchal society and traditional values, before second-wave feminism
- **Purpose:** Primary: to persuade the reader to purchase toys.
Secondary: Reinforcing gender roles.
- **Audience:** Primary audience is children, both boys and girls.
Secondary audience is the children's parents, who will ultimately be the buyer, so in this text, both primary and secondary audience are almost equally important.

How do I figure that out?!

Did you read all the available information, including the background the exam paper gave you?

This is a print ad that appeared in an American comic book, Super Cat, in 1957.

SUPER-CAT Vol. 1, No. 1, Aug. 1957. Published bi-monthly by World Famous Comics Inc., 540 Park Ave., New York 21, N. Y. Publisher, Robert W. Farrell; Editor, Ruth Roche; Art Editor, S. M. Iger. Application for second-class entry pending at the Post Office, New York, N. Y., under Act of March 3, 1879. Additional entry pending at Holyoke, Mass. Subscription in the United States and its possessions, 10 issues, \$1.00, single copies 10c. All names in this periodical are entirely fictitious. Advertising Representative, Dave Geller, 31 W. 47 St., N. Y. C. Entire contents copyrighted 1957. Printed in the U. S. A.

Purpose – to sell

The primary purpose is to sell toys to children's parents.

This is obvious by the call to action: sign your name here, send the money and receive the toys.



The Set Complete
\$1.00
PLUS
25¢ FOR
PARCEL
POST

HOUSE OF DOLLS, BOX FC-7
Box 302 New York 3, N. Y.

NO
C.O.D.s

Enclosed \$1.00 plus 25¢ for parcel post
for complete set 12 REAL DOLLS

PRINT
NAME _____

ADDRESS _____

CITY _____ STATE _____



FRAGILE PLASTIC,
WEIGHING UP TO 4 1/2"!

\$1.25

MODERN TOY
Box 302 New York 3, N. Y. NO
C.O.D.s

HERE'S MY \$1.25
Rush the TOY ARMY TO ME!

Name.....

Address.....

City..... State.....

Canada and foreign orders send
\$1.50 postal money order.

Secondary purpose

- **Preferred Reading:** The message(s) that the creator of the text intended to give to the audience.
- **Oppositional Reading:** The unintended message(s) that are received by the audience. The messages are misinterpreted and could lead to the reader being upset or angered.

Secondary purpose

An **oppositional reading** could be that the **secondary purpose** is to reinforce gender roles:

- Girls as loving but passive caregivers
- Boys as aggressive and active leaders

and Hats Make your little girl feel like a real Princess! Watch her face light up when she opens up the box and discovers what's inside. 12 beautiful dolls—each 3½ inches tall, made of plastic with movable arms and legs and dressed in a different colorful costume. She'll be kept busy for hours on end playing with her family of dolls. Wonderful playthings—and else is wonderful is the price—the 12 doll box for only \$1.00, plus 25¢ for postage and special packing.

★ FUN TO SHOW
★ FUN TO TRADE
★ FUN TO COLLECT



Context

Does the context change how we read this text?

- **Context of production:** How the original audience would have viewed the text, i.e. Americans in the 1950s
- **Context of reception:** How a modern audience receives the text today, i.e. an international audience in the 2020s

Audience – children and their parents

But who is the primary audience?

It seems to differ slightly between the two texts.

Ultimately it is the child who will see it first and nag the parents, but the parent who must be most convinced in order to pay the fee.

Real Cotton Dresses and Hats Make your little girl feel like a real Princess! Watch her face light up when she opens up the box and discovers what's inside. 12 beautiful dolls—each 3½ inches tall, made of plastic with movable arms and legs and dressed in a different colorful costume. She'll be kept busy for hours on end playing with her family of dolls. Wonderful playthings—and what else is wonderful is the price—box for only \$1.00, plus 25¢ for special packing.

MODERN TOY NO COD's
Box 352 New York 3, N. Y.
HERE'S MY \$1.25
Rush the TOY ARMY TO ME!
Name.....
Address.....
City.....State.....
Canada and foreign orders send \$1.50 postal money order.

**What elements would you
expect to see in a print
advert?**

Elements of print adverts

Features of branding:

- **Slogan or Tagline:** A memorable slogan or tagline may be used to reinforce the message and brand identity.
- **Logo Placement:** The company's logo is typically placed in a consistent location, often in the top corner or at the bottom of the ad.
- **Clear Branding:** The advertiser's logo and branding elements (e.g., color scheme, fonts) are prominently displayed to reinforce brand recognition.

Elements of print adverts

Sales tactics:

- **Call to Action (CTA):** An effective CTA encourages the reader to take a specific action, such as making a purchase, visiting a website, or contacting the company. It's typically placed prominently in the ad.
- **Limited Time Offers:** Phrases like "limited-time offer," "while supplies last," or "sale ends soon" create a sense of urgency and can motivate quick action.
- **Benefits-Oriented Language:** Advertisements tend to focus on the benefits of the product rather than just its features. They answer the question, "What's in it for the customer?"
- **Social Proof:** Testimonials, reviews, or endorsements from satisfied customers or experts can build trust and credibility.

Elements of print adverts

Readability and memorability:

- **Eye-Catching Headline:** A concise, attention-grabbing headline is usually positioned at the top of the ad.
- **Visual Elements:** Images, illustrations, or photographs are commonly used to complement the text and visually convey the product or message.
- **Concise Copy:** The body of the ad contains concise and persuasive copy that highlights the product's features, benefits, and unique selling points. The text is often broken into short paragraphs or bullet points for readability.
- **Whitespace:** Adequate use of whitespace helps to make the ad visually appealing and easy to read. It prevents clutter and allows key elements to stand out.

Elements of print adverts

Misc.:

- **Disclosure and Fine Print:** If required by law or for transparency, ads may include disclosures or fine print to clarify terms, conditions, or limitations.
- **Contact Information:** Phone number, address, etc, are often included.

**How many of these
elements can you see in our
example?**

Let's look at print ad: 12 Real Dolls and 100 Toy Soldiers

Annotate for elements and effect

Headline

100 TOY SOLDIERS

★ FUN TO SHOW
★ FUN TO TRADE
★ FUN TO COLLECT

\$1.25

100 TOY SOLDIERS. MADE OF DURABLE PLASTIC. EACH ON ITS OWN BASE, MEASURING UP TO 4 1/4" H.

EACH FOOTLOCKER CONTAINS:

4 Tanks	8 Officers
4 Jeeps	8 Waves
4 Battleships	8 Wacs
4 Cruisers	4 Bombers
4 Sailors	4 Trucks
4 Riflemen	8 Jet Planes
8 Machinegunners	8 Cannon
8 Sharpshooters	4 Bazookamen
4 Infantrymen	4 Marksmen

MODERN TOY
Box 352, New York 3, N. Y. NO COD'S

HERE'S MY \$1.25
Rush the TOY ARMY TO ME!

Address.....
City.....State.....
Canada and foreign orders send \$1.50 postal money order.

SUPPER-GAT Vol. 1, No. 1, Aug. 1957. Published bi-monthly by World Famous Comics Inc., 540 Park Ave., New York 21, N. Y. Publisher, Robert W. Farrell; Editor, Ruth Roche; Art Editor, S. M. Iser. Application for second-class entry pending at the Post Office, New York, N. Y., under Act of March 3, 1979. Additional entry pending at Holyoke, Mass. Subscription in the United States and its possessions, 10 issues, \$1.00, single copies 10c. All names in this periodical are entirely fictitious. Advertising Representative, Dave Geller, 31 W. 47 St., N. Y. C. Entire contents copyrighted 1957. Printed in U.S.A.

Visual elements

Whitespace

Concise copy

Benefits-orientated language

Call to action

Contact info

Fine print

Link to purpose and target audience

Headline

100 TOY SOLDIERS

★ FUN TO SHOW
★ FUN TO TRADE
★ FUN TO COLLECT

\$1.25

100 TOY SOLDIERS. MADE OF DURABLE PLASTIC, EACH ON ITS OWN BASE, MEASURING UP TO 4 1/4" H.

PACKED IN THIS FOOTLOCKER TOY STORAGE BOX

EACH FOOTLOCKER CONTAINS:

4 Tanks	8 Officers
4 Jeeps	8 Waves
4 Battleships	8 Wacs
4 Cruisers	4 Bombers
4 Sailors	4 Trucks
4 Riflemen	8 Jet Planes

MODERN TOY
Box 352 New York 3, N. Y. NO COD'S

HERE'S MY \$1.25
Rush the TOY ARMY TO ME!

Name.....
Address.....

New class only, local.

Are entirely fictitious. Advertising Representative, Dave Grier, 31 W. 41 St., N. Y. C. Entire contents copyrighted 1957. Printed in the U. S. A.

Visual elements

Whitespace

Concise copy

Benefits-orientated language

Call to action

Contact info

Fine print

- How do these features help the advert to persuade the parents to buy this toy?
- How do these features encourage the children to want to nag their parents?

**What language features
can you identify and what
is their effect?**

Annotate for language techniques and effect

100 TOY SOLDIERS

★ FUN TO SHOW
★ FUN TO TRADE
★ FUN TO COLLECT

\$1.25

100 TOY SOLDIERS, MADE OF DURABLE PLASTIC,
EACH ON ITS OWN BASE, MEASURING UP TO 4 1/4" H

**PACKED IN THIS FOOTLOCKER
TOY STORAGE BOX**

EACH FOOTLOCKER CONTAINS:

4 Tanks	8 Officers
4 Jeeps	8 Waves
4 Battleships	8 Wacs
4 Cruisers	4 Bombers
4 Sailors	4 Trucks
4 Riflemen	8 Jet Planes
8 Machinegunners	8 Cannon
8 Sharpshooters	4 Bazookamen
4 Infantrymen	4 Marksman

MODERN TOY
Box 352 New York 3, N. Y. NO COD'S

HERE'S MY \$1.25
Rush the TOY ARMY TO ME!

Name

Address

City State

Canada and foreign orders send

New class
also
local
957.

- What language techniques can you identify and what is their effect?
- What powerful words are used and what are their connotations?
- How do these features help the advert to persuade the parents to buy this toy?

Link to purpose and audience

Semantic field of the military, violence

Factual tone

Listing

Numerical figures

100 TOY SOLDIERS

★ FUN TO SHOW
★ FUN TO TRADE
★ FUN TO COLLECT

\$1.25

100 TOY SOLDIERS. MADE OF DURABLE PLASTIC, EACH ON ITS OWN BASE, MEASURING UP TO 4 1/4" H.

PACKED IN THIS FOOTLOCKER TOY STORAGE BOX

EACH FOOTLOCKER CONTAINS:

4 Tanks	8 Officers
4 Jeeps	8 Waves
4 Battleships	8 Wacs
4 Cruisers	4 Bombers
4 Sailors	4 Trucks
4 Riflemen	8 Jet Planes
8 Machinegunners	8 Cannon
8 Sharpshooters	4 Bazookamen
4 Infantrymen	4 Marksmen

MODERN TOY
Box 352 New York 3, N. Y. NO COD'S

HERE'S MY \$1.25
Rush the TOY ARMY TO ME!

Name.....
Address.....
City.....State.....
Canada and foreign orders send \$1.50 postal money order.

are entirely fictitious. Advertising Representative, Dave Geller, 31 W. 47 St., N. Y. C. Entire contents copyrighted 1957.
Printed in the U. S. A.

List of three

Active verbs

Repetition

Alliteration

Exclamation marks

Onomatopoeia

Personal pronouns

How do these features help the advert to persuade the parents to buy this toy?

Analyse the use of images and their effect

Annotate the images



E.g. all smiling and looking friendly and pleasant

An advertisement for '100 TOY SOLDIERS'. At the top, a young boy is shown smiling while playing with the toys on a table. The text '100 TOY SOLDIERS, MADE OF DULCET PLASTIC, EACH ON ITS OWN BASE, MEASURING 1 1/2 INCHES' is visible. A large arrow points to a 'FOOTLOCKER TOY STORAGE BOX'. Below the box, a list of contents is provided:

PACKED IN THIS FOOTLOCKER TOY STORAGE BOX

EACH FOOTLOCKER CONTAINS:

4 Tanks	8 Officers
4 Jeeps	8 Waves
4 Battleships	8 Wacs
4 Cruisers	4 Bombers
4 Sailors	4 Trucks
4 Riflemen	8 Jet Planes
4 Machinegunners	8 Cannon
4 Sharpshooters	4 Bazookamen
4 Infantrymen	4 Marksmen

E.g. toys in use, mimicking a battle

- What do you notice about the images?
- How can the imagery link to our discussion so far?
- How does it persuade parents to purchase toys for their children?

Images and effect



What is the **effect** of these features?

Dolls in fashionable clothing

All wearing dresses and hats

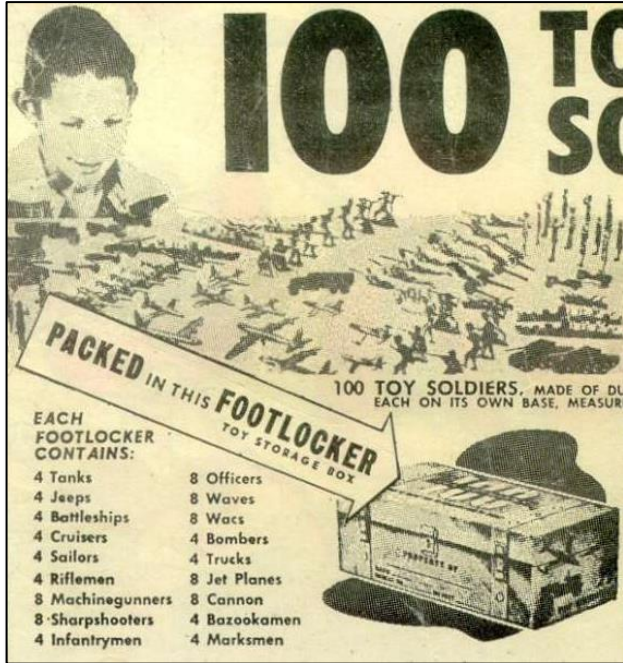
All smiling and looking friendly and pleasant

Simple design with white space

Dolls are still in the box

No image of girl playing with them – dolls and child not “in action”

Images and effect



What is the **effect** of these features?

Boy looks about 8-11 years old

Photograph and cartoons both used

Appear to be two opposing sides to the battle

Military storage case to keep them in

Toys in use, mimicking a battle

Boy in action, looking down, engaged

**Overall, what is the
meaning of the text?**

The meaning

- The “meaning” should be the primary and most important point that the author is trying to convey to the reader.
- It's the heart of the text.
- This meaning encapsulates the author's purpose, the key themes, or the fundamental takeaway that they want the reader to understand, remember, or think about.
- For some texts this might be deeper and a little harder to figure out. For other texts, this might be deceptively easy.

The meaning

Questions you can ask yourself to figure out the meaning of a text:

- What is the author trying to tell me?
- What's the main point the author wants to get across?
- What do I think the author wants me to remember?
- Is there a lesson or moral in the text?
- What is the message's relevance or significance in a broader context?

What's the meaning of our advert?



This text seeks to persuade parents to buy toys that are value for money and engaging to play with to make their children happy.

Beyond TEAPCALIM

**Have we covered
everything we need to
annotate?**

But remember!

- TEAPCALIM doesn't cover everything you'd need to analyse
- Is there anything important you think we haven't touch on or skipped over that would be important to analyse this advert fully?



Contrast

- If you received an advert like this, a huge aspect of your analysis would be comparing and contrasting the boys' toys versus the girls' toys
- This could fall into language, images, audience, purpose and context
- **What do you think are the difference and similarities between the two adverts?**



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