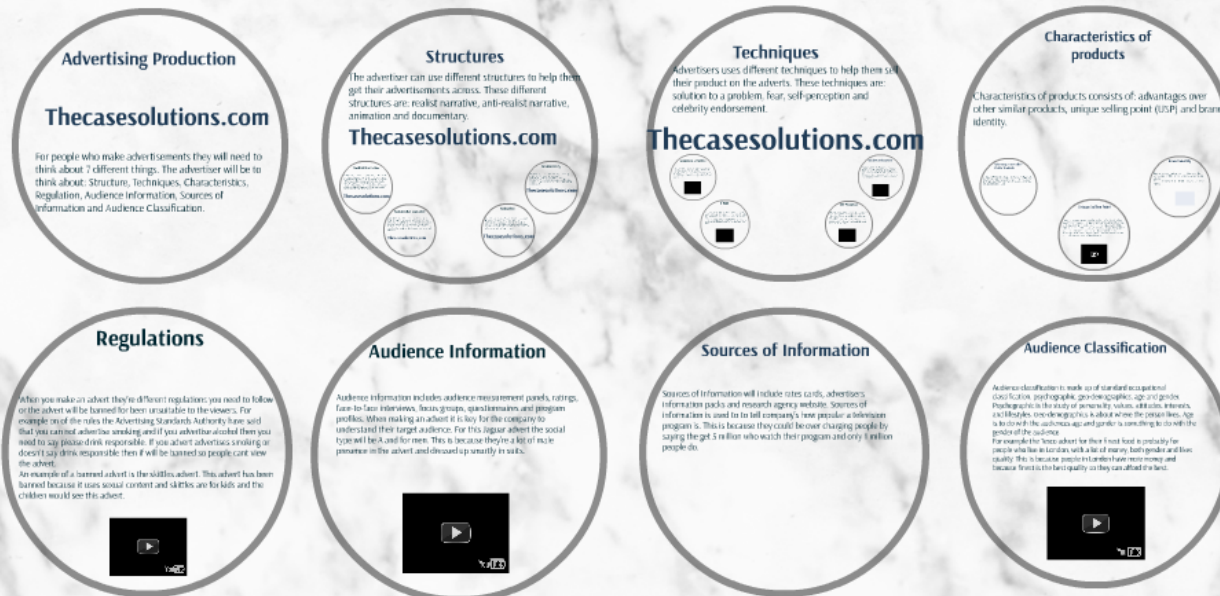


Television Competes for a Digital Audience



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Advertising Production

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For people who make advertisements they will need to think about 7 different things. The advertiser will be to think about: Structure, Techniques, Characteristics, Regulation, Audience Information, Sources of Information and Audience Classification.

Structures

The advertiser can use different structures to help them get their advertisements across. These different structures are: realist narrative, anti-realist narrative, animation and documentary.

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Realist Narrative

Realist Narrative is a type of advertisement that is realistic and it could happen. This advertisement can be set in the past or in modern times, with everything being realistic. For example in an advert they will not have any Aliens landing on earth and buying something. An example of a Realist Narrative advert is the realistic fire awareness advert. This is a realist narrative because the advert has realistic affects like the sausages set on fire when the gas in the other room and then the house sets on fire.

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Anti-Realist Narrative

Anti-Realist Narrative will have the freedom to include any non realistic things like aliens and saurians. For example in an advert they can have Aliens landing on earth and buying items from a store. An example of an anti realist narrative advert is the Argos Aliens summer advert because the advert consists of aliens in the world and doing their shopping online to advertise Argos order online and pick up in store.

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Documentary

A documentary structure is an informative style of advertising usually to show the views what is happening. An example of a TV documentary advert is FIFA 10 TV Advertisement. This is a documentary because it is telling a story about footballers playing life and showing people playing football across the world.

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Animation

An animation advert is when a TV advert is used in a cartoon style/ illustrations of characters to promote a company's product. An example of an animation advertisement will be the animated Vodafone TV Commercial. This is an animated commercial because everything in the commercial is in a cartoon style apart from the text so the text can read the information clearly.

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Anti-R

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Techniques

Advertisers use different techniques to help them sell their product on the adverts. These techniques are: solution to a problem, fear, self-perception and celebrity endorsement.

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Solution to a Problem

A solution to a problem is when the advert shows a problem and then shows how the problem can be fixed. This helps make the product look better so it attracts people but also that it can fix problems.
An example of a solution to a problem advert is a Duracell battery. It is a solution to a problem advert because at the start of the advert the normal car battery won't be working when it needs to be used during the holiday the car is in every time.



Celebrity Endorsement

A celebrity endorsement is when the company gets a celebrity or ordinary person to be the voice of a product or to be the voice of the product. This is done because of their fame and popularity. It is a way to make the product look better and to attract more people to the product.
An example of a celebrity endorsement is a Coca-Cola advert where they use a famous person.



Fear

A fear advertisement is when the advert scares the audience to do something. Only some advertisements are allowed to use this technique like stop smoking adverts, road safety adverts and drink and drive adverts.
An example of a fear advertisement is a quit smoking TV commercial. This is a fear commercial because it shows how much new gases children inhale.



Self-Perception

Self-perception adverts are made to make the audience think of their own products. It will make their appearance better. The adverts tend to be for products like skin care, hair products and makeup.
An example of self-perception advert is the Dove self-esteem program advert. This is because it shows people who use Dove feel better about themselves.

