

Primer on the U.S. Television Industry

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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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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Characteristics of products

Characteristics of products consists of: advantages over other similar products, unique selling point (USP) and brand identity.

Regulations

When you make an advert, they're different regulations you need to follow or the advert will be banned for being unsuitable to the viewers. For example one of the rules the Advertising Standards Authority have said that you cannot advertise smoking and if you advertise alcohol then you need to say please drink responsibly. If you advert advertises smoking or alcohol you need to say please drink responsibly. If you advert advertises smoking or alcohol you need to say please drink responsibly. If you advert advertises smoking or alcohol you need to say please drink responsibly.

An example of a banned advert is the skills advert. This advert has been banned because it uses sexual content and children are for kids and the children would see the advert.

Audience Information

Audience information includes audience measurement panels, ratings, face-to-face interviews, focus groups, questionnaires and program profiles. When making an advert it is for the company to understand their target audience. For this Jaguar advert the social type will be A and for men. This is because they're a lot of male presence in the advert and dressed up usually in suits.

Sources of Information

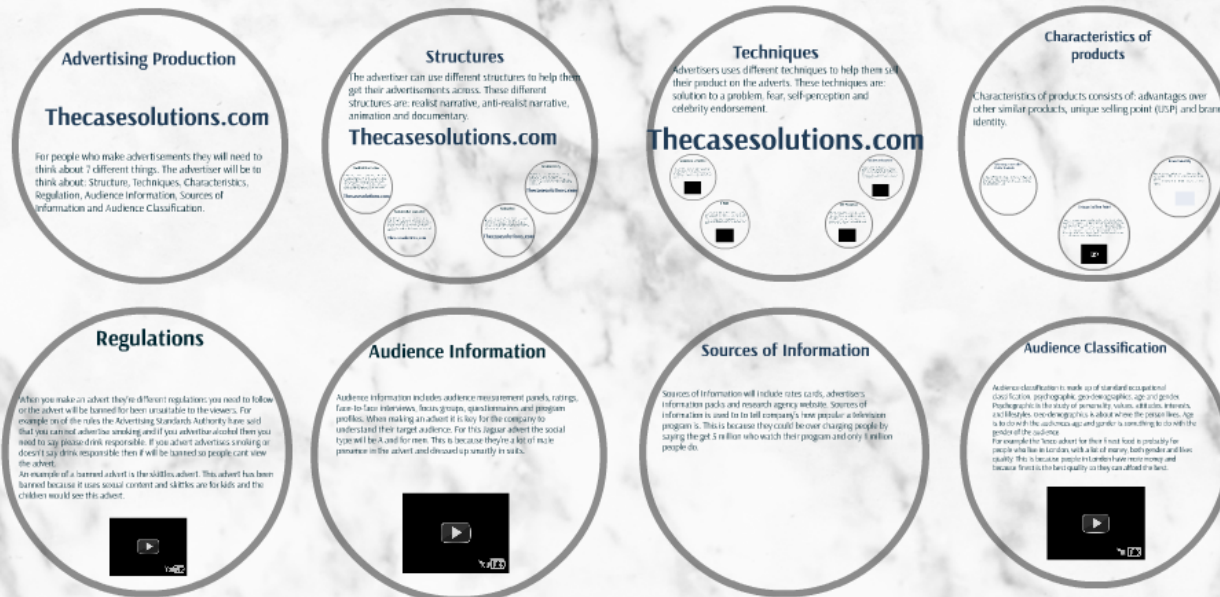
Sources of information will include sites cards, advertisers information packs and research agency website. Sources of information is used to help company's new products advertisement program is. This is because they could be over charging people by saying they get 5 million who watch their program and only 1 million people do.

Audience Classification

Audience classification is made up of standardized national classification, psychographic, gender, age, geographic, age and gender. Psychographic is the study of personality, values, attitudes, interests, and lifestyles. One of the important is about to use the same then age is to do with the audience age and gender is something to do with the gender of the audience. For example the 'Sex' advert for the Ford Focus is probably for people who live in London with a lot of money, high grade and high quality. This is because people in London have more money and because there is the best quality or they can afford it best.

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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 been 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 gases in the other room and then the house sets on fire.

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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 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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Anti-Realist Narrative

Anti-Realist Narrative will have the freedom to include any non realistic things like aliens and saurcers. 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 Agos Aliens Summer advert because the advert consists of aliens in the vehicle and using their shopping online to advertise Agos order online and pick up in store.

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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 real can read the information clearly.

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Techniques

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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. The video shows the product has broken so it affects people but as it can be fixed.

An example of solution to a problem advert is Standard battery. It is a solution to a problem which because of the lack of the advert for normal car battery when the working advert is towards the end using the battery the car will start every time.



Celebrity Endorsement

A celebrity endorsement is when the company gets a celebrity or 'idol' to be in their advert of using their product. The example we used is the advertisement for 'Eiger Malt'. However, if the celebrity gets a bad review they will affect the product and they will get a bad review.

An example of a celebrity endorsement is a Chanel advert where they use a famous model.



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 don't 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 non-quit children inhale.



Self-Perception

Self-perception adverts are made to make the audience think if they use their products it will make their appearance better.

The adverts tend to be for products like skin care, shampoo and hair care.

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.

