

Unit 15: Advertising Production

LA.P2 Explain the codes and conventions of print advertisements

Name: Samuel Akeredolu

Codes and Conventions of Print Advertisements

Intro questions:

- List the different forms of print advertisements:
The different forms of print advertisements are:
- Mailers
- Billboards and Posters
- newspapers
- The main difference between a newspaper advert, a billboard advert and a magazine advert is that billboard adverts may have a larger image, larger slogan and less copy. While magazine print adverts may have more copy with extra information about the product. There may be links to the website or social media. Newspaper adverts mostly have a lot of text with very little images compared to billboard adverts.

In the image below the print advert advertises Beyoncé as the main image and the anchorage copy to be the name of the product that is being advertised.



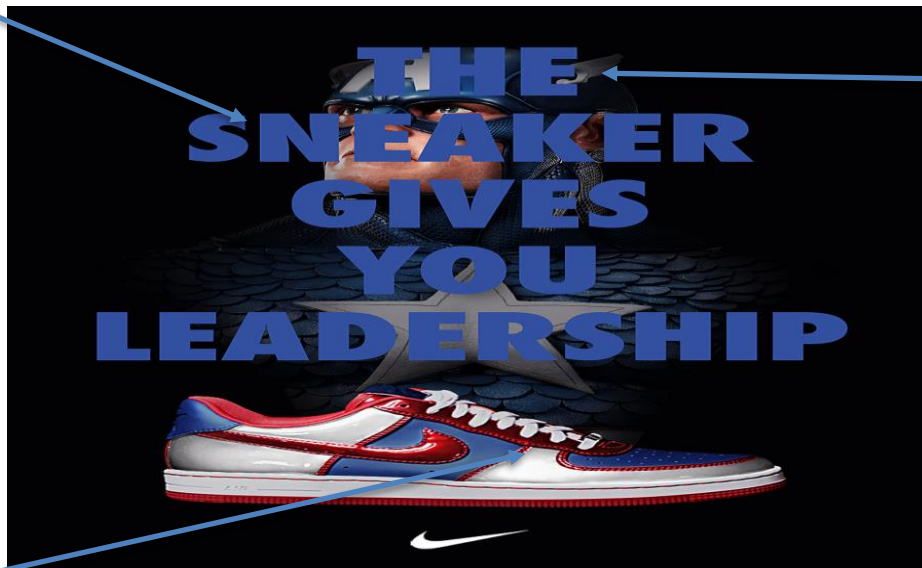
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Slogan



Secondary image

Image of product being advertised

In the secondary image you can see captain America in the background supporting the slogan “the sneaker gives you leadership “implying that if you where the product being advertised you will have leadership skills like hero captain America. The main image being shown is the shoes that the company Nike is advertising.