**Group Analysis Assignment**

**Group members:**

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**4 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**5 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

In this assignment we will work together in groups to create written analysis of a unique advertisement provided by your instructor. Much like with the images we practiced on, this assignment will ask you to focus on the specific details of the advertisement in order to analyze its meaning and intent.

At the end of the assignment, you’ll be answering 3 key questions:

What is the message this ad is trying to present?

How does it present its message?

Who is the target audience for the ad?

You will be using the specific elements of the advertisement to help answer each of the three questions (above). Remember, when we analyze, we do not just identify the different elements of an image or piece of writing; we also work to explain how and why those elements are important; we explain how those elements connect to other pieces of the image/text: we present our conclusions about those elements.

\*Additionally, please make a list of any language you had to google to understand, either in the advertisement or these instructions. This is part of the academic process and important in both understanding and increasing your vocabulary.

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The first section (below) is designed for you to articulate your observations in writing. You are encouraged to list and discuss up to 5 elements (or more!) in the ad that help you to understand its meaning and intent.

The second section is for you to complete a paragraph that uses your observations to create conclusions about your advertisement.

The practice of writing out these elements and articulating their importance to the ad will help us begin the process of analyzing text (stories), music (lyrics and video) and film. The ability to analyze media will feature prominently in your media makeover assignment as well as your final group presentation.

Be sure and ask as many questions as you need of your group members and your instructor. At this point in our class, we aren’t so worried about being right or wrong but rather in starting a process that we will later develop into critical thinking and media analysis skills.

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Each group has been given an advertisement to work with.

Try to identify at least five important elements from your advertisement.

For each element, work to explain or interpret its importance to the overall message.

Make clear how different elements work together to create meaning.

What conclusions does each element, or combination of elements help us to draw?

**Element #1: Raising awareness from drunk driving**

**Element #2**: Interpretation of colour

**Element #3**: Emphasis on the brand and the logo

**Element #4**:

**Element #5**:

Now, we are going to attempt to put our analysis together into a single, well-written paragraph. By the end of our paragraph, we should have answered these three questions (either directly or indirectly): What is the message this ad is trying to present? How does it present its message? Who is the target audience for the ad?

The poster has a very muted colour scheme except the two very vivid colours of the cars; red and green. The colour red is symbolic of danger, anger as well as life in way, in this context taking away a life since red is the colour of blood as well. The phrase “Don’t drink and drive” is written in the same red emphasizing on the danger of drinking and driving. Whereas the colour Green is symbolic of nature and life which juxtaposes the colour red, putting further emphasis on the idea that life is precious (like a flower), drinking and driving will put an end to something you can’t get back, your life. In addition, the phrase “Stop the violence” is written in white, white is a colour that symbolizes peace and harmony, which contrasts with the image of the person being punched in the face. This could provide that shock factor, the violent image you are unable to forget a message ingrained in your mind.

The green car on the left portrays a vehicle that is eco-friendly, making it better for the environment as it doesn’t use petrol as it’s fuel; on the contrary the red car implicates the usage of petrol as it’s fuel which is detrimental to the environment. Implicating that it’s harmful for the ecosystem and is a form of violence towards it. Furthermore a green leaf is symbolized as the logo of this image and this brand looks to promote more economical approach to life but mostly emphasizing on vehicles and wants to promote their brand behind the facade of a well known phenomena that is drunk driving.

Driver who drinks a lot have a lower capacity of consciousness. That means, this driver may unable to control their behaviour and attack another car, pedestrian and barriers. In the photo, the drinking driver drives a track and hit a innocent red little car. The truck is much bigger and heavier than the red little car, thus the driver of the red little car may loses his life or becomes disability. This is a sheer violance behavior. In the word below the track, we can see 'stop the violence, don't drink and drive', these words point out the main idea of the photo.

To conclude, the use of the colour scheme as well as the image of the person being punched is sending out a very serious and important message geared towards people with driving licenses so they don’t abuse this privilege. The chosen image is so violent and place an importance on human life, so the message sticks with you.