

Analyzing (e.g.  
advertisement,  
speech, etc)



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Poetry does not need to be rhyme, rhythm, or meter in every instance. While poetry tends to have certain forms and follows certain rules at times there are instances where poetry may be used that are not within the normal guidelines for what is expected. Poetry is being used more frequently in advertising, from alcohol to feminine products; poetry is being used with increasing frequency. According to one researcher, "Poetry satisfies a basic interest in human concerns and provides a texture of experience that is exceeded only by the reality of the experience itself." (Zinkhan 1) Many modern commercials rely on metaphorical inferences as well as metered delivery of the advertising which presents a type of poetry to the viewer or listener. One poet Nick Toczek welcomes the exposure that comes with the use of poetry in advertising and has himself written poetry for advertising use by Prudential, "Our kids, who've grown and flown the nest, / Now only phone us to request / More cash on loan, their tone depressed" (Hickman 1) The use of poetry in advertising is an approach that allows artistic expression, and reaches a large audience. It is used by advertisers because it is pleasant and easily remembered. It is embraced by many poets and artists because it allows them to promote their work to a much larger audience. As some people say, life is poetry it is rhyme, cadence, and meter. Within reason one could see examples of poetry in every aspect of life, some rough examples, harsh and grating and in other details soft, firm, loving. However, to answer the question directly the reason advertisers use poetry is because it is memorable, expressive and above all human. Hickman, L. (2009). The rise of poetry in advertising. guardian. co. uk, (p 1), Retrieved from <http://www.guardian.co.uk/tv-and-radio/2009/dec/02/rise-poetry-in-advertising> Zinkhan, George. (1994). From the editor: poetry in advertising. <https://assignbuster.com/analyzing-eg-advertisement-speech-etc/>

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