

# Free advertisement analysis essay sample

[Health & Medicine](#), [Addiction](#)



## Section 1

The advertisement in context shows a girl in the foreground. She is held by a fishing hook. The picture is a bit appalling as one can see that the hook is tied to the mouth of the person in the picture and she is stuck. The picture makes it apparent that such a bondage to the fishing hook is really painful as it pulls the person forcibly and is distorting the facial structure and poise of the subject of the advertisement. She is painfully looking toward the place from where the hook is pulling her. The girl is shown in front of a white background which focuses the attention of the people watching the advertisement totally on her.

In the lower portion of the picture, the caption shows, “ The average smoker needs over five thousand cigarettes a year.” This part in the picture is highlighted so that it hogs the attention of the people who watch the advertisement. Next to this sentence, the picture provides a helpline number which assures of any sort of assistance if one wishes to fight the battle against addiction of cigarettes.

Thus, the advertisement is very emphatic in its own way in expressing the idea which it wishes to be communicated with the masses. The structure of the campaign is very apt and it grabs the attention of the people. The audience of the advertisement is the gazillion masses across the nation and the advertisement is aimed to target the ones who are affected by the addiction and thus make them deter from smoking.

## Section 2

The advertisement in context tries to emphasize on the ill-effects of smoking and how the youth is caught in the vicious circle of this habit. The advertisement goes on to compare the people who are addicted to smoking to fishes. The imagery which is portrayed in the picture is self-explanatory. Fishes are caught from the water bodies by the fishing hook with a bait which is attached to it. Fishes fail to comprehend that the bait is being presented to catch hold of it and instead takes it to be easily available food. Being allured by the food which would only satiate the appetite and needs, the fishes finally get stuck to the hook and are caught only to meet with their untimely end.

Similarly, in the case of smoking the people fail to understand the ill-effects of the habit and take the cigarette to be something which eases their pressures and relaxes their nerves. They fail to comprehend that they would in time succumb in the hands of addiction. The various health hazards which are associated with smoking also never bother them when they opt for cigarettes. This in turn leads to severely harmful results which affect the people have cigarettes.

The advertisement tries to put across the idea that the people should refrain from falling for the bait of cigarettes and should understand how it is very harmful for their health. Just as the innocent fishes are caught in the trap of the fishhook, the people also get trapped by the habit of smoking cigarettes. If they understand the real scenario behind the matter, then they would abstain from smoking cigarettes and that would lead to the betterment of their lives and the society as a whole.

The advertisement puts forward the option of any sort of help to the audience through the helpline number and thus reassures them that there is chance of resurrection from the ill-habit. This encourages the people who smoke cigarettes to go ahead and take a step toward leaving this addictive thing and turn over a new leaf. Being freed from the clutches of addiction, people can live a happy life. They would no longer be bound to the addiction like the fish gets bound to the hook. Thus, the imagery and metaphorical comparison is highly significant in the context of the advertisement.