

Example of report on advert

Profession



**ASSIGN
BUSTER**

Job announcement advert

Target Audience

The target audience for this advert is men and women of all ages and that have the qualifications called for to fit the vacancy. Illiterate people that are not searching for jobs are also a focus, as a means to getting the intended audience.

Main Message

The major information being passed across is the existence of a vacancy and in specific at Dell Limited as a software engineer and the qualifications being sought for. This is true from the way the information on qualifications and availability of a job is presented with lots of emphasis.

Secondary Messages

The main secondary information consists of the responsibilities that the recruited person is to handle. This is considered secondary since it's not the main focus of the advert but rather supporting information to make it whole and effective.

Language Styles

This job advertisement is written in many language styles and techniques. Vague and baseless claims are evident when in the advert the statement “ permanent and well paying job” is analyzed. Permanence and well payments are both relative factors interpreted differently as pertains the situation and parties involved. Direct speech and communication is also evident since the advert speaks clearly of what the job entails.

Use of Pictorials and Texts

Since it's considered a relatively official and serious advert, no attractive pictures and colours have been used. It's just plain text in a small table, and only changes in case and bolding techniques are used where emphasis and distinction needs to be seen.

Personal Perception

I could say the advert was just any other for me. I neither liked nor disliked it, and maybe to be precise I never gave much attention to the structure, style and physique of the advert, but the information I carried. But maybe to say, it was good for me and seemed to be adequate for its intended purpose.

Mobile Application

The newly adopted mobile advertising using specialized applications is an instance of push technology. Adverts can be sent to customers via texts, giving a 98% assurance that they will receive it. Businesses are daily adopting use of these mobile applications to reach their customers as they also adopt the mobile optimized websites. Use of iPhones, Android and other smart phones is evident on the use of mobile applications for advertising.

Social Media Widget

A social media widget is just a simple bar integrated at the side of a site and allows one to make local and global links to other websites. A good example of a social media widget is the Facebook share widget, this allows one to link information from other sites, say blogs to Facebook for visibility by people who may only be interested or knowledgeable in Facebook.

Campbel, A. (1666). Advertisement. Edinburgh?: s. n..

Dell, M., & Fredman, C. (1999). Direct from Dell: strategies that revolutionized an industry. New York: HarperBusiness.