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Analysis of Advertisements: "Give Children a joyful Tinker Toy Christmas"

### **The Advert**

The image of this advertisement is by "Toy Tinkers" which is a brief animated film that is created by Walt Disney. Considerably, the films' theme represents the narrative that revolves around Christmas. The target audience for this advertisement is parents and children. In the advert, the creator of this advert tries to create a connection between the festivals and the needs of the children. In the image, there are three individuals; two children and Santa Claus. In this image, the children are the users of the advertised product, and Santa Claus is associated with the Christmas. In the image, Claus is holding a written text, which appears to be a "wish list" for the child. Further, one child in the picture is focused on decorating the house while standing in some elevated position. The other child is standing next to the one, and he appears to be admiring what is being done by the sister.

### **Visual Images and Written Texts**

The advertisement has various components that are intended to create a particular meaning. First, the people in this image are two children and Santa Claus. Noticeably, there are two children, who are the consumers of toy commodities. Lastly, Santa Claus is a figure that is associated with Christmas gifts. In the picture, one child is handling the decorations. Further, the lighting of the advertisement is distinct; where the children are positioned is lighter while Santa Claus appears

to be in darkness. In the image, Santa Claus is holding a text “ bring us toy tinker toys.Betty and Jack.” Evidently, this is a wish list for the two children in the picture.

### **Explicit and Implied Meanings from the Advert**

Although people perceive images in the advertisement as tools that are meant entirely to entertain viewers, these symbols in an advert convey a particular meaning. The first implication that is created by the features of this advertisement is the festival. In the image, the presence of Santa Claus is an explicit message that denotes Christmas. As such, Santa Claus is a figure that has been associated traditionally with the Christmas festival. Therefore, one cannot relate this advert to celebrations such as the ‘The Independence Day’ because of the use of the Santa Claus image. Further, the written text demonstrates that the target audience for this advert are children. Mostly, people depending on their age, prefer certain gifts during such an occasion. As such, it is uncommon for an adult to ask for toys during such occasions. Consequently, the text explicitly communicates that this advert targets children. Evidently, the decorations that one of the children is handling also signify a celebratory mood that is associated with a time of the year.

Apart from the explicit meanings that are communicated in the image, there are a lot of implied meanings that a person can get from the image. In the first place, the image does not have any parental figure. It appears that the children have been left alone in the house. Apparently, the only character who is around children during this time is Santa Claus. The implied meaning from this advert is that in some cases the needs of children are forgotten during festive periods such as Christmas. At this house, the children are carrying out their decorative work without the presence of any adult person. Considerably, Santa Claus is an anonymous figure in the society and apparently in the image he is the only person that is around to attend to the needs of children. When a parent understands this aspect of the advertisement, he or she will

be motivated to buy the commodity for children. As such, a parent that understands this advert will feel guilty for not taking care of the needs of the children during Christmas. From the image, the children are secure because they are not outside; as such, the need for security is catered for but what is ignored is the entertainment aspect. Here, the creator of this advert is invoking emotions (pathos); a parent feels elated when he or she is sensitive to the needs of the children.

The lighting in the picture creates a lot of ironies. In the image, the children are in a lit setting while Santa Claus is in darkness. However, in the entire setting, the person who seems to possess the desired happiness in the picture is in the darkness. Conventionally, darkness denotes a bleak, unpredictable and an unfavorable situation. However, light represents hope and happiness. It is ironical that Santa Claus who is in darkness is the only character that can meet the happiness needs of children during Christmas. Here, the implication is that parents appear to ignore other elements that could be a source of happiness. Darkness refers to elements in the society that are not given priority. As such, the creator of the advert is communicating to the parents about the significance of not neglecting Toy Tinkers during this Christmas period. According to the image, when parents fail to take care of the needs of the children, strangers such as Santa Claus could end up being close to them. In this situation, the advert utilizes the logos aspect; the failure to take care of children needs will be overtaken by unknown persons.

As indicated, children are also part of the target population for this advert. In the image, the inclusion of Santa Claus is supposed to conjure Christmas memories among children. The creator of this advert gives Santa Claus prominence. First, the children will develop feelings that are associated with Christmas. Next, the developer of this advert then creates a connection between Santa Claus and Toy Tinkers. According to Julier, adverts sometimes use common symbols to create a relationship between the users and the product (13). Considerably, this is the

use of ethos in creating connections; where cultural symbols are used to create persuasions. From this experience, the children will develop a mental situation where they believe that Christmas is synonymous with Toy Tinkers. Therefore, they will compel their parents to buy them Toy Tinkers because such a feeling will make them be satisfied with Christmas celebrations.

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Work Cited

Julier, Guy. *The culture of design*. Sage, 2013.

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