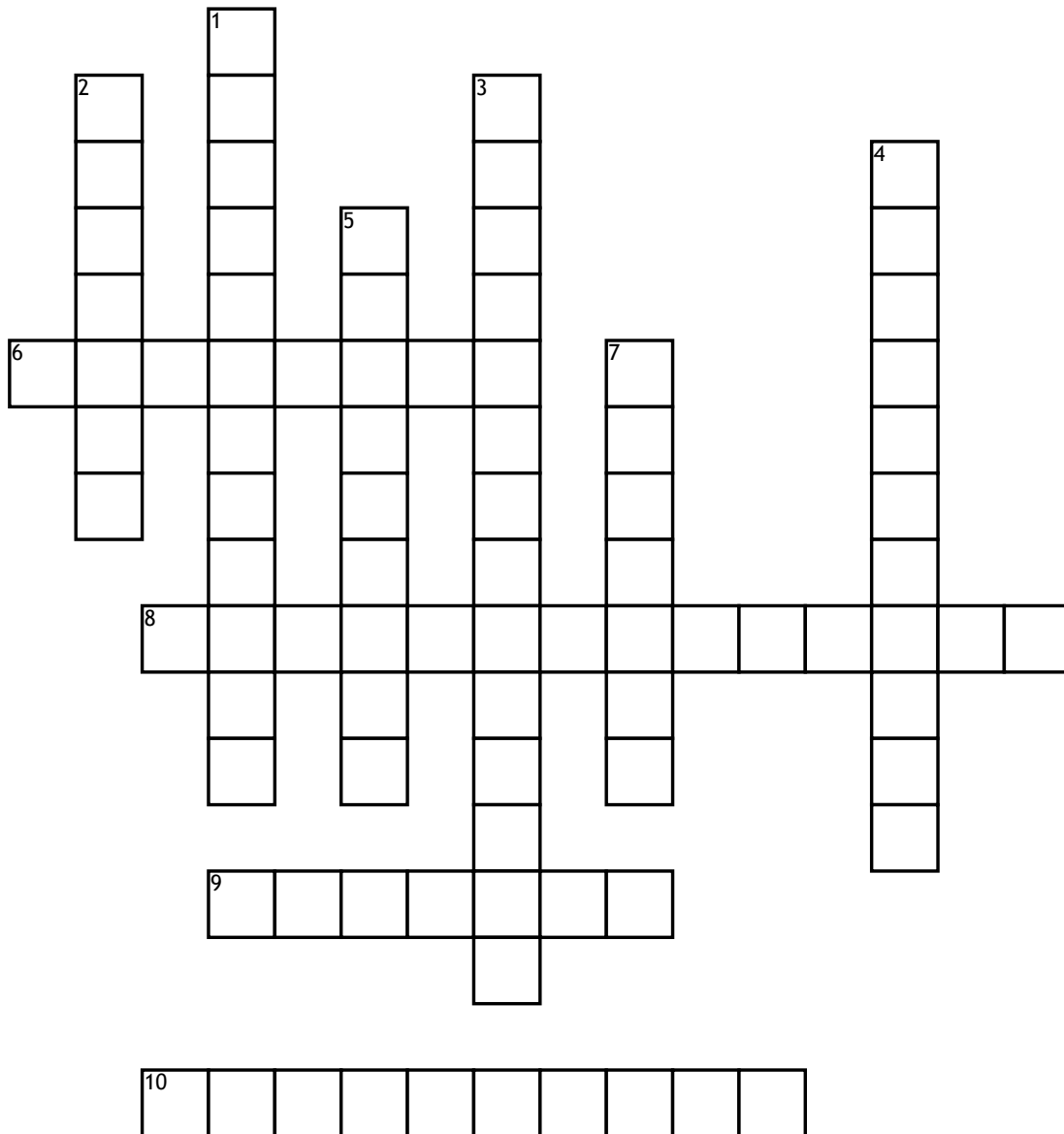


Identify the visual techniques of Advertisements



Across

6. Looks up at the subject, making the character appear powerful

8. A group of people at whom the advertisement is aimed.

9. A thing that represent or stands for something else e.g. a large black tick represents Nike.

10. Whats behind the image

Down

1. Examines the facial expressions, gestures, stance or position of people and how they convey their attitudes, feelings or personality.

2. Can be used to to represent ideas or concepts e.g represents Nike

3. The way in which something is presented in the text.

4. Used to position the viewer so they understand understand the relationship between characters

5. Looks down upon the subject, making them feel vulnerable and small.

7. Used to signify feeling and evoke a response e.g. Red= Anger