

# COMPARATIVE ANALYSIS OF ADS

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## Introduction

In this comparative analysis I have analysed two ads, one of a black woman and one of a black man. The ad with the woman is from Rituals, found on Instagram on Monday the first of November 2021. The ad of the men is from Thule, found on Instagram on Tuesday the second of November 2021. Those advertisements are their to maximize profits and to serve a set of corporate interests of the company, with the included texts they try to influence our identities and behaviors (Jhally, 2018). Doing this by appearing as a normal image, but having an underlying meaning behind it (Jhally, 2009). The analysis is done by including the reading materials of the lectures from week one up and including week three. Questions like why and how the person is used in the ad for the ad are answered in this analysis. The analysis will begin by an analysis of the coloured woman ad, secondly it will discuss the analysis of the ad with a man, thirdly giving the differences and similarities of the two ads and concluding it with a conclusion.

## Analysis coloured woman

Rituals made this ad to promote their product, the scented candle, figure 1. The ad shows a black woman with long curly hair. By this, she shows her femininity (Willis, 1991). But not only by her long curly hair, as well as with her attitude, which displays a little weakness by holding the candle gently and by smelling it gently. This ad tries to make clear that the candle is a solid and decent product, this is signified. Doing this by the clothes she is wearing, which is the signifier (McClintock, 2000). She is wearing a light pink and shiny blouse, without wrinkles. She is presented as an object only there for presenting the candle, because the ad wants to make clear that their product is the important part and should be bought. The candle is an object related to the house and its decorations, something that is more associated with the housewife, a woman, this shows the cult of domesticity (McClintock, 2000). The background of the ad displays that this woman is closer to nature, by the green jungle kind look. Being closer to nature is called primitivism (Hall, 2018).

The main questions that are arising by this ad are; Why is it a black woman in this ad? Is it because of the exotic background that there is chosen for a black woman, makes that the ad racist (Hall, 2018)? The background implies some exoticizing and stereotyping as well as some romanticizing by the candlelight, which belongs to the concept orientalism (Williamson, 2006). Furthermore, the ad is cropped to see only the candle with a little part of the body of the black woman. The black woman is in this ad celebrated but her body isn't completely visible, it is dismemberment, so she with her body can't be celebrated. This

makes her not able to show her femininity (Hooks, 2000) (Davis, 2009). What is visible in the ad, is her feminine gaze, not to the audience, but to the candle, showing that the candle is very important (Pilgrim, 2012). To add some more for the analysis, the ad doesn't show very much in common with the Modern Girl (Modern Girl, 2008), she has only got a little mascara, but her clothes and hair are very minimalistic, and she hasn't got any nail polish on. To conclude, this ad shows that the audience could get some purity and perfection in the house by buying this candle, which can give a state of happiness to the Self (Modern Girl, 2008).

17:56



RITUALSCOSMETICS  
Berichten

Volgen



ritualscosmetics

...



2.004 vind-ik-leuks

ritualscosmetics The simple act of lighting a scented candle and focusing on the flame can fill you with an instantly peaceful feeling. The... meer



Figure 1; Rituals

## Analysis man

Thule made this ad to promote their travel gear, figure 2. It shows that media contain ideological and value messages (Aufderheide, n.d.). It gives an example that men can take care of a/their baby and that it isn't only a housewife doing these tasks (Breazeale, 2000). Showing this by the picture as well as the text. Where the text is the code that must be decoded by the audience. By having the main points, like the shirt and bag in blue the ad turns gender into commodity for sale (Willis, 1991). For example, blue is associated with men and their masculinity, making in this case the men more masculine while he is doing tasks of a housewife. His masculinity is also visible by his strong arms and active attitude toward the baby, reaching his hand to the baby. The strong arms give an idea of the Fit Girl period, but for men (Modern Girl, 2008). The Fit Girl period for men meaning that you can see their strong arms, sixpack and other muscles. The masculinity shows the Natural Complement Theory, but due the housewife role this is contradicting as the Natural Complement Theory suggest only that one must be 'masculine' or 'feminine' but not both (Breazeale, 2000). The ad doesn't show the patriarchal ideology that exist around genders (Breazeale, 2000). What we see is the men taking care of the baby, this gives a new view of the way we see men now as housewives and not only as the important working people above women (Berger, 2006). The ad displays an example of a disassociation of this, taking care of the baby, as a feminine task.

Some questions arising are; Why is the baby not black like the men, is there some kind of racism implied in the ad (Hall, 2018) or is the baby adopted, or from a white mother and him? These answers are all excluded from the ad. The white baby shows the dominance group, an example of hegemony (Lull, 2018). This baby shows the dominance group because the black men is presented lower than the baby, which could imply the domination of the white people to the black people. Representing the ideology of white people (Hall, 2018), white people being more important than black people. Where ideology means; those images, concepts and premises which provide the frameworks through which we represent, interpret, understand and 'make sense' of some aspect of social existence (Hall, 2018). Although it is normally for women to be objectified by others, but because of the baby in the middle, the black men looks objectified as well, he gives the spotlight to the baby sitting in his pram.



Figure 2: Thule

## Similarities and differences

Both ads I have chosen show a black person. The black person as an object to sell the product of the brand. They both show housewife tasks and its decorations, the candle and the pram. Both persons in the ad show their masculinity or femininity by their looks and attitude on the photo. Showing in the ads a feminine and male gaze towards what's next to them, the baby and the candle instead of the audience watching the ad, where the gaze is normally targeted at. In both ads you could see some racism, the black woman and doing this by placing here in front of an exotic background as if black persons are all exotic. The second ad from the man by placing a white baby higher and next to the black men, showing some hierarchy which was originated of the slavery time. The black woman is wearing a light pink blouse, showing her femininity as this color is associated with femininity, in the black men ad they have done the same, but wearing bleu instead of pink to show his masculinity. Both showing the men and women aspects.

A difference between the ads is in the use of the Modern Girl. The black woman ad shows almost nothing related to the Fit Girl, no make-up or muscles for example. The black men ad in comparison shows some arm muscles, indicating the Fit Girl for men. And of course, a difference in the ads is the one ad with a man and the other ad we see has a woman. This difference is made clearer by the color use and the attitudes of the models. Another difference, in the Thule ad you can see very clearly a text in the ad, the code. In the ad from the black woman, they haven't used a text for more clarity to explain the ads reason to promote the product. In this ad there is only made use of a text in the caption. The ads promote both a different product, this makes the ads different in what they want to show the audience and what they want to convey. A last difference is the use of the photograph outline, the black men is shown in the ad with his whole body, whereas the black woman is cropped.

## Conclusion

To conclude, this analysis shows that there are a lot of details in an ad that can be linked to a lot of theories. The theories eventually make the ad and gives it its power to influence the audience. Doing this by acting as if it is a 'normal' ad with no intentions to influence people's identities or impact their way of thinking. At the end, the ads are made with the idea that the audience wants this product and wants to buy it, because eventually it is the companies' goal to earn money by selling their products.

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