

Sample questionnaire for the analysis of advertisements

1. What is this ad for?

2. Which verbal techniques are used in this ad? Next to each of the selected options indicate the lexical items or syntactic structures which made you choose it.

Comparison

Lexical opposition / contrast

Simile and metaphor

Keywords

Keying



Testimony

Humour

Languageing

Ego-targeting

Temporal contrast

3. Is the euphoria technique used?

Yes

No

4. If yes, which words convey the euphoria effect?

5. Make a list of keywords and their modifiers.

6. What verb tenses and moods are used?

7. Is the text future-oriented? If so, why?

8. Who is the addressee of this ad?

9. Who is the addresser?



10. Where is the place depicted/described in the advertisement? Is it a real place? Explain your answer.

11. Is there any lexical or syntactic element that exploits the “magic” effect?

12. Is there any lexical or syntactic element that produces the “tense” technique?

13. Which register is used in the text?

nostalgia

health

food and drink

eco-tourism

others _____

14. Is the style formal or informal? Explain your answer.

15. Which perspective is this ad promoting?

- authenticity
- strangerhood
- play
- conflict

Explain your choice:

16. Which topic is present in this ad? Select the topic(s) you can retrieve in this text and give reasons for your choice.

- | | |
|-------------------------------------|-------------------------------------|
| <input type="radio"/> Romanticism | <input type="radio"/> Sea |
| <input type="radio"/> Regression | <input type="radio"/> Sex |
| <input type="radio"/> Rebirth | <input type="radio"/> Socialization |
| <input type="radio"/> Happiness | <input type="radio"/> Fun |
| <input type="radio"/> Hedonism | <input type="radio"/> Fantasy |
| <input type="radio"/> Heliocentrism | <input type="radio"/> Fairytales |

Explain your choice.

17. Can you find any examples of the descriptive text type? What linguistic features characterize it?



18. Can you find any examples of the narrative text type? What linguistic features characterize it?

19. Can you find any examples of the directive text type? What linguistic features characterize it?

20. Can you find any examples of the informative text type? What linguistic features characterize it?

21. Is the text in this ad promotional or informational? Explain your answer.

22. Do you like this ad? Explain your answer.
