**Unit 4: Reflection**

Unit 4 of English 250 course was a unique experience in which I was introduced to the topic of visual analysis. There were many things that I learnt and applied that made this particular unit very interesting to me. Let introduce you to my work and some of the things that I learnt in the process of completing it.

As a class, we decided that we would be analyzing print ads for the visual analysis unit. I chose and ad from the July, 2010 edition of Glamour. This was the ad for the “Secret Sheer Minerals Deodorant/Antiperspirant” product that was targeted to a group of women between the ages of 16 and 45. Glamour magazine, being a majorly female read magazine would be the perfect place to advertise this product. When I first saw the ad, it was pretty simple as to what they wanted to achieve with this ad. It was definitely eye catching, and the use of words like “Fear” and “Expose” would hold any reader to know more about the product. The advertisement had appropriate colors to reflect the purpose of the ad and a model with “perfect” looking skin in the background. Looking at this, I was sure that this ad would be successful, at least in getting the intended reader to try the product once. This led me to develop my thesis, which states that “Secret uses appropriate colors, lighting, words and font style effectively to sell their product”. I developed support for my thesis by putting myself in the shoes of a female reader, reading this particular ad. The appropriate colors to direct readers from top to bottom of the ad and the lighting to make the background model’s skin shine, the catchy words and the font style, all put together helps make this ad a success. The main problem I ran into while writing my analysis was the ethical dimensions of the ad. Looking at the ad it was pretty difficult for me to come up with a relation to ethics of today’s world, although it was pretty obvious. In the end I did mention it by comparing a men’s deodorant ad to this one and highlighting some key differences.

This topic of visual analysis was completely new to me and this unit has given men a good experience as to what it is. From my analysis, I am sure that I did a decent job, being the first time I have done it. There is still lot of room for improvement and I am sure that this course will lead me through it.

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