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*VISUALS IN ADVERTISEMENTS USED
FOR PUBLIC CONSUMPTION*

Thesis

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ABSTRACT

ALIVIADO, JERAMIE L., LOMOLJO, WINSHELL L., LOPEZ, JOHN DARWIN C., MOLINA, PRESSIE MARIST B., ROL, MA. EDEN GAY M. “Visuals in Advertisement Used for Public Consumption,” Undergraduate Thesis. Bachelor of Arts in Mass Communication major in Journalism, Cavite State University, Indang, Cavite. March 2009. Adviser: Mrs. Jocelyn A. Legaspi.

The study was conducted at SM City- Dasmariñas, Cavite from November 2008 to January 2009. Generally, it identified the information conveyed by visuals in advertisements used for public consumption. Specifically it identified which information catches the public’s attention – information conveyed by visuals or information on text, identified the use of information conveyed by visuals in advertisements to the public and identified how the public describes the information conveyed by visuals in advertisements.

The study focused on the information conveyed by visuals in advertisements used for public consumption.

Available sampling was used to choose the respondents. The respondents were one hundred.

Descriptive survey method was used to analyze the data regarding the information conveyed by visuals in advertisements used for public consumption.

Based on the results, the information that catches the public’s attention is the information conveyed by visuals in advertisements and not the information on text, the public clearly identifies the use of information conveyed by visuals in advertisements to

the public and the public described the information conveyed by visuals in advertisements as easy to understand and clear.

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VISUALS IN ADVERTISEMENTS USED FOR PUBLIC CONSUMPTION

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INTRODUCTION

Decades ago, photography gained the interest of many scientists and artists to record and study movements of human and animal motion. It can never be denied that photography had played an important role in the executive power, such as in military, police and security forces for surveillance, recognition and data storage. Obviously, photography is used not only to preserve memories of favorite items, to capture special moments, to tell stories, to send messages, and as source of entertainment. (<http://en.wikipedia.org/wiki/Photography>)

Advertising is said to be as old as civilization itself. In the ruins of ancient Egypt, scholars have found papyrus fosters offering rewards for the capture of runaway slaves. In the ruins of the Roman City of Pompeii, archeologists have discovered political advertisements