

Bulova Watch.

Time is of the essence, yet, a bad watch can kill a good day. The green text is an advertisement published on Bulova Accutron published in Magazine in United States. Appealing to freedom capitalists, Bulova Accutron watch targets the middle and upper Americans to purchase, and uses usual ^{imagery} and anti-advertising to stress the importance of time keeping while creating a bias towards ^{desirable} watches. Transitioning from an urging to a reflective tone, ~~attempts~~ the advert attempts to reveal the consequences of not being precise, and presents the accuracy of time-keeping by Bulova Accutron watch to persuade audience to purchase it.

Bulova watch first emphasises the correlation between an ^{accurate} watch and a good day, and its impact to bring a 'good day'. ~~The Bulova~~ The title is titled in white characters to contrast against the other black setting. ~~This~~ This helps to emphasise the ~~text~~ title of 'A bad watch can kill a good day' to the audience. In the title, the contrast of 'good' and 'bad' ~~even~~ attempts to create a positive relationship that poor accuracy of watch leads to bad days. ~~This~~ ~~not~~ This notion is further reinforced by the emotive language 'kill', which induces a sense of tension to in the audience to hint the consequences and detriments of a 'bad' watch. This helps to invite readers ~~to~~ to reflect on their current watches, and whether the accuracy of their watch may result in a ~~more~~ ~~concern~~ ~~for~~ their days ahead. ~~Through~~ By doing this, Bulova ~~it~~ highlights to the audience the importance of having an accurate watch. The 'bad day' ~~is~~ is insinuated through the background, which is in monochrome grey to create a rather dampened mood. It is seen in the background that the man is glancing at the train distorted after, appearing to be experienced to have missed the train. The commonality of missing train may relate to the audience, as majority of ~~the~~ working class may catch train to work everyday.

As a result, this exasperation of missing train is juxtaposed with the title at the bottom to hint to the audience that the person may have missed the train due to inaccurate timekeeping, which reinforces the ~~and~~ conclusion of 'good watch' kills a 'good day', attesting to the 'killing' of a day. As such, ~~the~~ Bulova illustrates the importance of accurate time-keeping to the audience, ~~and entertains the audience~~ As the person on the train station is facing backwards, Bulova watch allude to the audience that anyone, including you the reader, can be that person. This once again underlines the importance of having a good watch, and entertains readers to continue reading.

Bulova watch creates a sense of urgency through short sentences to reveal the accuracy of Bulova watch in time-keeping. Bulova does this by stating 'if your watch didn't lie, you'd be on the 3:02. By 9:00....' Through the ~~short~~ ~~short~~ sentences, Bulova watch unveils ~~the~~ how being punctual to work ~~also~~ results in a cascade of beneficial consequences relating to the worker, including 'signing the contract' and 'earning a 'fat raise' in wages. As such, the short sentences almost ~~submits~~ ~~manipulates~~ a sense of urgency, ~~to~~ galvanizing the audience to understand the importance of having an accurate watch, and urging readers to purchase one if they don't. ~~to~~ ~~convince~~ Bulova also personifies the culprit watch, claiming 'if your watch didn't lie.' Through this, Bulova watch is always as if blaming or personified watch, positioning it as ~~the~~ the culprit ~~to~~ to not receiving all the benefits of being punctual. This, however is anti-adventurous, ~~creates~~ ~~creates~~ starts the perspective of the audience to ~~create~~ ~~create~~ create a bias against watches that are fallible and inaccurate in timekeeping. ~~Bulova watch~~ Consequently, Bulova claims in second person narration 'But unfortunately, you don't have Bulova watch.' ~~to~~ ~~to~~ persuade the audience the accuracy of ~~Bulova~~ Bulova

~~could~~ watch, and in attempt to glad the audience to buy it.
The second person narration 'you' employed throughout the
7 paragraph ~~highlighted~~ ~~dr dr~~ helps to close the emotional
gap with the audience by appearing as if the
advertisement is directly addressed to the reader currently
reading. This creates a sense of awareness in the reader,
~~which~~ ~~which~~ ~~may~~, intimating to reader that they deserve
a better watch than the one currently owned. In
B bodied characters, Bulova watch endorses to readers
that it is 'faithful sunny' watch, ~~and~~ to persuade readers
to buy it as they deserve.

With the appeal to materialism, Bulova Accutron upscales its
ref guidance and superiority, and ~~and~~ in attempt to ~~attract~~
attract further consumers. Assuming that the consumers are
not worried about the accuracy of time-keeping, Bulova watch
also targets wealthy consumers through its opulent design.
The ~~12 solid gold~~ statements including '14 12 solid gold'
and '10 12 gold-filled' appeals to materialistic ~~consumers~~
consumers in search of luxury gold like golden watch. Moreover,
Bulova watch also states that 'time-keeping can be adjusted'
'if returned one year from purchase'. By this, Bulova Accron
is appealing to ~~some~~ customer loyalty, appearing to ~~to~~ have
taken a stance with the consumer to be wholeheartedly
willing to provide consumer with best service. This, may
perhaps be catered by the description of
watch as the 'faithful sunny fine watch', connecting to
the audience that the watch is wholesome, and
tells the truth. ~~But~~ This strengthens a relationship
with the audience ~~and~~ by consolidating customer
customer loyalty, and ~~persuades~~ persuades the
and brand
audience to purchase the Bulova watch. In strategically
positioning ~~it~~ ~~graphical~~ ~~imagery~~, Bulova

In strategic positioning of visual imagery, Bulova watch
The passing of the train into the distance, through long
camera angle, may ~~be~~ be a metaphor for the fast

all rewards
opportunity of receiving everything that comes at hand on
time. In the bottom, Bulova watch appears as if
~~it is~~ a luxury good through its visually golden ~~and~~
case cover and lettered ~~hands~~ watchhands. By
doing so, the separation of two ~~into~~ juxtaposition of
two visual images ~~the~~ demonstrates the
aspiration of not having an accurate watch, and
immediacy in bottom image Bulova markets
~~itself~~ itself as a faithful, spares watch to
gain more attraction, and hence more sales.

In conclusion, Bulova watch through ~~statistic~~ strategic
placement, visuals ~~and~~, and language
including hand person newswoman and actresses,
Bulova watch appears to be attempts to win the
capture the attention of middle and higher classes
customers to purchase the watch.