

Comenius Project “The Consumer Society and Youth in Europe”  
School year 2009-2010

Analysis of the press publicity on FOOD

GRID

1. Name of the product advertised	K.....
2. Type of the product advertised	snack
3. Target group	children
4. Used colours	blue, red, white, light blue, yellow.
5. Approximate percentage of text	20%
6. Approximate percentage of images	80%
7. Are the images realistic?	Yes, they are.
8. Are the images related to the target group? Explain it.	Yes because some of the pictures are drawn like children's.
9. Are the images related to the text? Explain it.	Yes because the text explains what the snack is made of.
10. Which aspects of the product are emphasized?	The fact that the product is healthy in a balanced diet.
11. Are there idiomatic expressions and/or any plays on words?	No, there aren't.
12. If yes, write them out in your own words.	//
13. Which needs is the product supposed to satisfy?	The need to eat something healthy and nutritious in a balanced diet.
14. Which emotions does the advert provoke in you?	Hunger
15. Have you ever tried the product advertised?	Yes I have.