

Comenius project “The Consumer Society and Youth in Europe”

School year 2010-2011

Analysis of advertisements for articles other than food in magazines, newspapers, or the Internet

GRID

1. Name the source	Corriere Sette (supplement)
2. Name of product advertised	Energy Resources SpA
3. Type of product advertised	Solar panels, geothermal plants, wind turbines
4. Target group	Factories and private citizens
5. Colours used	Rainbow colours
6. In your opinion, what do the colours intend to express?	That there is a wide choice of possibilities in this sectors.
7. Approximate percentage of text	80%
8. Approximate percentage of images	20%
9. Are the images realistic?	No, they are symbolic .
10. Do the images address to the target group?	No, not at all.
11. Are the images related to the text? Explain!	Yes in the colours of the letters. The colours of the wires in the picture are the same of the letters in the text.
12. Which aspects of the product are emphasized through the text and the images?	The text wants to show that this company has achieved important goals in few years represented in the image by different coloured wires.
13. Are there any references to ecology in the text? Explain!	Yes, one slogan says “our model of development between ethic and business” and “green economy”.
14. Are there any references to ecology in the images? Explain!	No, there aren't.
15. What needs is the product supposed to satisfy?	The need for producing energy exploiting alternative sources.
16. Which emotions does the advert provoke in you?	A greater awareness of ecology issues.
17. Have you ever tried the product advertised?	No, we haven't.
18. Would you like to buy this product? Why?	Yes, to improve the environment.