

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	PON Reti e mobilità
3. Type of product advertised	Project to improve rail, road, sea and air links
4. Target group	Everyone
5. Colours used	Different shades of colours from white to light blue
6. In your opinion, what do the colours intend to express?	Blue, green, red, black, white, yellow.
7. Approximate percentage of text	30%
8. Approximate percentage of images	70%
9. Are the images realistic?	Yes, they are.
10. Do the images address to the target group?	No, they don't.
11. Are the images related to the text? Explain!	Yes because they show the different means of transport mentioned in the text.
12. Which aspects of the product are emphasized through the text and the images?	The quality of the service provided..
13. Are there any references to ecology in the text? Explain!	Yes, sustainability.
14. Are there any references to ecology in the images? Explain!	Yes, there are some pictures showing unspoilt areas.
15. What needs is the product supposed to satisfy?	To improve transport links in some regions of southern Italy.
16. Which emotions does the advert provoke in you?	None.
17. Have you ever tried the product advertised?	No, I haven't.
18. Would you like to buy this product? Why?	//