

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	Solar world
3. Type of product advertised	Solar panels
4. Target group	families
5. Colours used	Light blue, white, yellow
6. In your opinion, what do the colours intend to express?	The colours intend to express the light of the sun.
7. Approximate percentage of text	35%
8. Approximate percentage of images	65%
9. Are the images realistic?	Yes, they are.
10. Do the images address to the target group?	Yes, because the house is the symbol of the family.
11. Are the images related to the text? Explain!	No, the text is about the actor Larry Hagman, famous for the TV series Dallas in which he plays the role of a rich oil magnate with a good nose for business. So the text refers to the possibility of doing business in selling solar panels.
12. Which aspects of the product are emphasized through the text and the images?	That it is a product which exploits a clean source of energy like the sun and also that it is a good form of investment.
13. Are there any references to ecology in the text? Explain!	Yes, there are some references to the sun as a clean source of energy.
14. Are there any references to ecology in the images? Explain!	Yes, the solar panels and the blue sky without any clouds.
15. What needs is the product supposed to satisfy?	The need to exploit alternative forms of energy.
16. Which emotions does the advert provoke in you?	It makes us think about the importance of doing something to save our world.
17. Have you ever tried the product advertised?	No, we haven't.
18. Would you like to buy this product? Why?	Yes, because we would like to do something to save our planet.