

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

Analysis of the press publicity on BODY CULT

GRID

1. Name of the product advertised	K...
2. Type of the product advertised	Pills to lose weight.
3. Target group	People feeling fat, especially women.
4. Used colours	Red, orange, brown, white
5. Approximate percentage of text	85%
6. Approximate percentage of images	15%
7. Are the images realistic?	Yes, because there is a woman eating relaxed and happily.
8. Are the images related to the target group? Explain it.	Yes, there is an addition between something particularly sweet and fat, and the pills. The result is that you can eat what you want if you take the pills advertised.
9. Are the images related to the text? Explain it.	Yes, because they show that you don't have to give up to the pleasure of food and so you can/will achieve your aim of losing weight.
10. Which aspects of the product are emphasized?	Its reliability.
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?	To lose weight.
14. Which emotions does the advert provoke in you?	Hunger (only for one student in the group).
15. Have you ever tried the product advertised?	Never.