

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	C....
2. Type of the product advertised	snack
3. Target group	children
4. Used colours	Yellow, brown, blue, red
5. Approximate percentage of text	40%
6. Approximate percentage of images	60%
7. Are the images realistic?	Not at all
8. Are the images related to the target group? Explain it.	No
9. Are the images related to the text? Explain it.	Yes, for example the cow is related to milk
10. Which aspects of the product are emphasized?	Richness of the ingredients . Nutritional aspects of the ingredients.
11. Are there idiomatic expressions and/or any plays on words?	No.
12. If yes, write them out in your own words.	//
13. Which needs is the product supposed to satisfy?	Hunger and taste.
14. Which emotions does the advert provoke in you?	None
15. Have you ever tried the product advertised?	No, unfortunately