

## ADVERTISING

We have examined some advertisements that we had found on some newspapers, magazines or on the internet. All of them offer some products that had been created in order not to damage the environment. There are also some companies that offer low-cost services encouraging the use of a clean/alternative energy and the recycling. All these ads have some features in common:

- 1) There is a higher percentage of images than the text in almost all of them.
- 2) The colours more used are: green, light blue, yellow and white. They make us think about nature and purity.
- 3) The use of slogans like “green economy” or “re-use is the future” remind us of the fact that the product is eco-friendly and respects nature.
- 4) In every advertisement, there are some clear references to ecology in the images or in the text.
- 5) 5 students’ groups out of 8 answered that they had never tried the product in question but also said that they would like to try it because it is convenient, innovative and respects nature.
- 6) 2 students’ groups out of 8 answered that they had already bought the product in question and they were satisfied.

