

# A critical analysis of touch2o technology essay sample

[Business](#)



## **Introduction**

In the various advertisements in different mediums, the designers of these advertisements spend a great deal of time, effort, and resources to select various facets and elements which would be deemed crucial and effective in sending an appropriate message to the target audience. The advertisement selected was that of the innovative features of a faucet from Touch2O® Technology, apparently manufactured by Delta Faucet Company. The current essay hereby aims to demonstrate one's powers and abilities to observe and provide effective attention to detail. As such, the results of one's observation, analysis, and conclusions drawn from the discourse would be presented in greater depth in the following section.

## **Detailed Description of the Print Advertisement**

In the advertisement, viewers are provided with a visual object of the faucet at the center of the print ad; two partially shown hands, palms facing the audience with significantly dirty fingers (only three sets of fingers per hand were shown: the middle fingers, ring fingers and baby fingers), apparently covered with some white sticky material predominantly at the finger tips (could be paint, icing, foamy egg white), and texts containing information in various font styles and sizes, also colored in white. All of these are shown in a predominantly black background. The texts which appeared at the top most portion of the page states that “ This is the moment your forearm has been waiting for”; presented in two lines where the first line ends in ‘ forearm’ . The texts which appear just below the faucet reads: TOUCH2O® TECHNOLOGY. TOUCH IN ON. TOUCH IT OFF; in all capital letters with the

font size slightly smaller than the texts at the top of the page. Finally, below these middle text appears messages in even smaller fonts, but still readable.

## **Analysis**

One could deduce that the selection of a white font for the texts is most effective to stand out amidst the black background. The white font jives with the dirty fingers, where sticky paint apparently messes them. The informative contents from the text below provided the needed explanations about the product being advertised: " Touch anywhere on the spout with your wrist or forearm to start and stop the flow of water. Another way that Delta@ is more than just a facet" . The message contains the rhetorical appeal of logos, or the ability to entice audience appeal through logical reasoning. It also effectively advertised and promoted the name of the organization (Delta) that manufactured the innovative product. The advertisement uses the visual appeal of messy fingers which could be a common predicament and where the solution has been effectively presented from the product. The ability to start (or stop) the faucet without the use of the hands (through the forearm or the wrist) proves to be a convincing and appealing facet that emphasized the innovative feature of the faucet. The final text: " For a demo, visit [deltafaucet.com/touchfaucet](https://deltafaucet.com/touchfaucet)" provided the clincher for interested customers who would like more information and details on how the faucet actually works.

## **Conclusion**

One effectively demonstrated the ability to describe details of the advertisement in an extensive and comprehensive manner. Likewise, the

analysis portion showed cognitive and analytical skills in determining the rhetorical appeal used in the print ad and how these elements were applied to produce an effective medium to entice audience appeal and generate needed interest to invite customers to eventually purchase the product.

## **Sentence Outline**

### Introduction

- Provided an overview of advertisements
- Presented the thesis statement as: the current essay hereby aims to demonstrate one's powers and abilities to observe and provide effective attention to detail.

### Detailed Description of the Print Advertisement

- Provided the detailed visual description of what is seen in the print advertisement: in terms of images, texts, and colors used.

### Analysis

- Analysis of texts and colors; effectiveness as these are highlighted against the black background;
- Analysis of visual appeal through the messy fingers to create logical reasoning to use other parts of the arm to start the faucet;

## **Conclusion**

- Provided the ability to achieve defined aim in the essay.
- Provided support for achieving defined goal.

## **Work Cited**

" TOUCH2O® TECHNOLOGY. TOUCH IN ON. TOUCH IT OFF." Print Advertisement. n. d. Print.

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