Six Star Cruises Analysis

Find a quote from the website that exemplifies the 'hard sell' approach where issues like value for money and practicality are emphasised:

Find a quote from the website that exemplifies the ‘lifestyle’ or ‘aspirational’ approach that can be used, offering promises and possibilities:

In your opinion, what is the particular image of the company conveyed through the website? Explain, and use evidence to prove your point.

In your opinion, what is the particular image of the product conveyed through the website? Explain, and use evidence to prove your point.

List words and phrases which seem to offer lifestyle or promise:

List descriptive language which gives a particular feeling of specific places

List some of the more factual or informative data.