THE ROCHESTER INSTITUTE OF TECHNOLOGY
DEPARTMENT OF COMMUNICATION

THE RHETORIC OF STARBUCKS: THE LANGUAGE OF LOVE

By

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The purpose of this study was to conduct a visual analysis of Starbucks Coffee Company to discover the methods used by the company in their store designs to attract customers. There is a type of visual rhetoric that is involved in the most subtle ways of everyday life and Starbucks is a great example of a visual aesthetic.

The method used for this study was Helmer’s Nine Step Visual Analysis that analyzed and gathered many intricate components of two different Starbucks stores in the Rochester area. The analysis included taking into context the interior of the Starbucks stores and the ways that things were positioned within the store and the colors, lines, symbols used within its walls as well as any photographs or wall art.

The conclusion of the study found that Starbucks uses certain colors and space to evoke certain feelings of desire to customers for coffee and their products. (It can be concluded that Starbucks’ use of color and placement influences customer’s post-purchase feelings of satisfaction and happiness.)
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