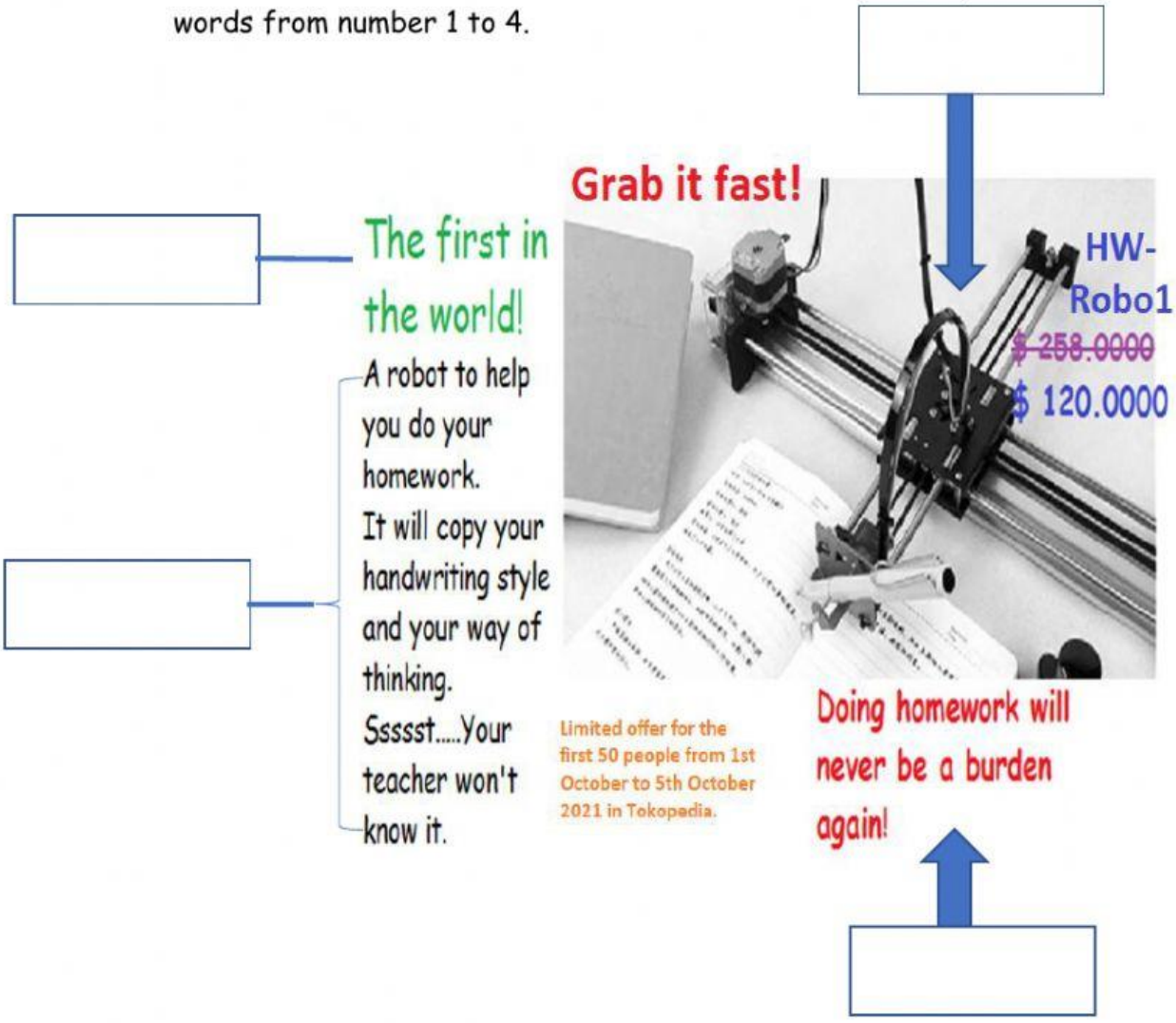
Generic structure of an advertisement:

A. Match the words below to their meanings.

1. the headline,	a) a photo or drawing
2. the body,	b) a short phrase that is easy to remember and represents the company e.g. "Just do it" (Nike)
3. the visualization	c) words that are in smaller letter that give more information about what is being advertised.
4. the slogan	d) A word or short sentence that gives the main idea of the advert

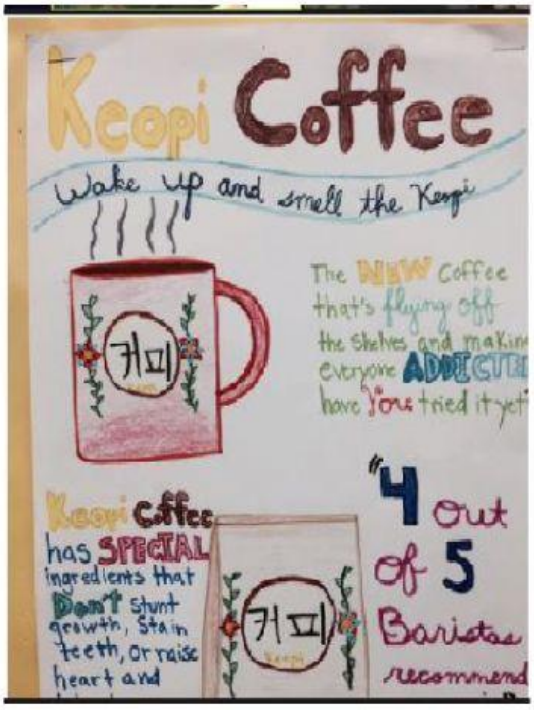
B. Look at this Homework Robot advertisement and label the parts with the words from number 1 to 4.



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C. Look at the ads below and answer the questions given correctly.





1. What do both selections offer?
   a. a service
   b. a beverage product
   c. a service and a beverage product

2. Put a tick (√) or cross (X) about the generic structure of both advertisements above!

	Maria's cleaning services	Keopi Coffee
It has a headline.		
It has a body.		
It has a visualization.		
It has a slogan.		

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