

1. What is the best description of this selection?
   a. Menu b. Recipe c. Advertisement d. Information

2. What is the purpose (**social function**) of this selection?
   a. To entertain readers
   b. To explain how to do homework
   c. To persuade readers to buy the product
   d. To express feelings about the product

3. Tick the correct information that you can see from the selection above.
   a. It has the slogan.
   b. It mentions where the seller sells it.
   c. It promotes a service.
   d. It provides some explanations about the product.

4. Where is this product sold?
   a. In the mall c. In the market
   b. In Tokopedia d. On Instagram

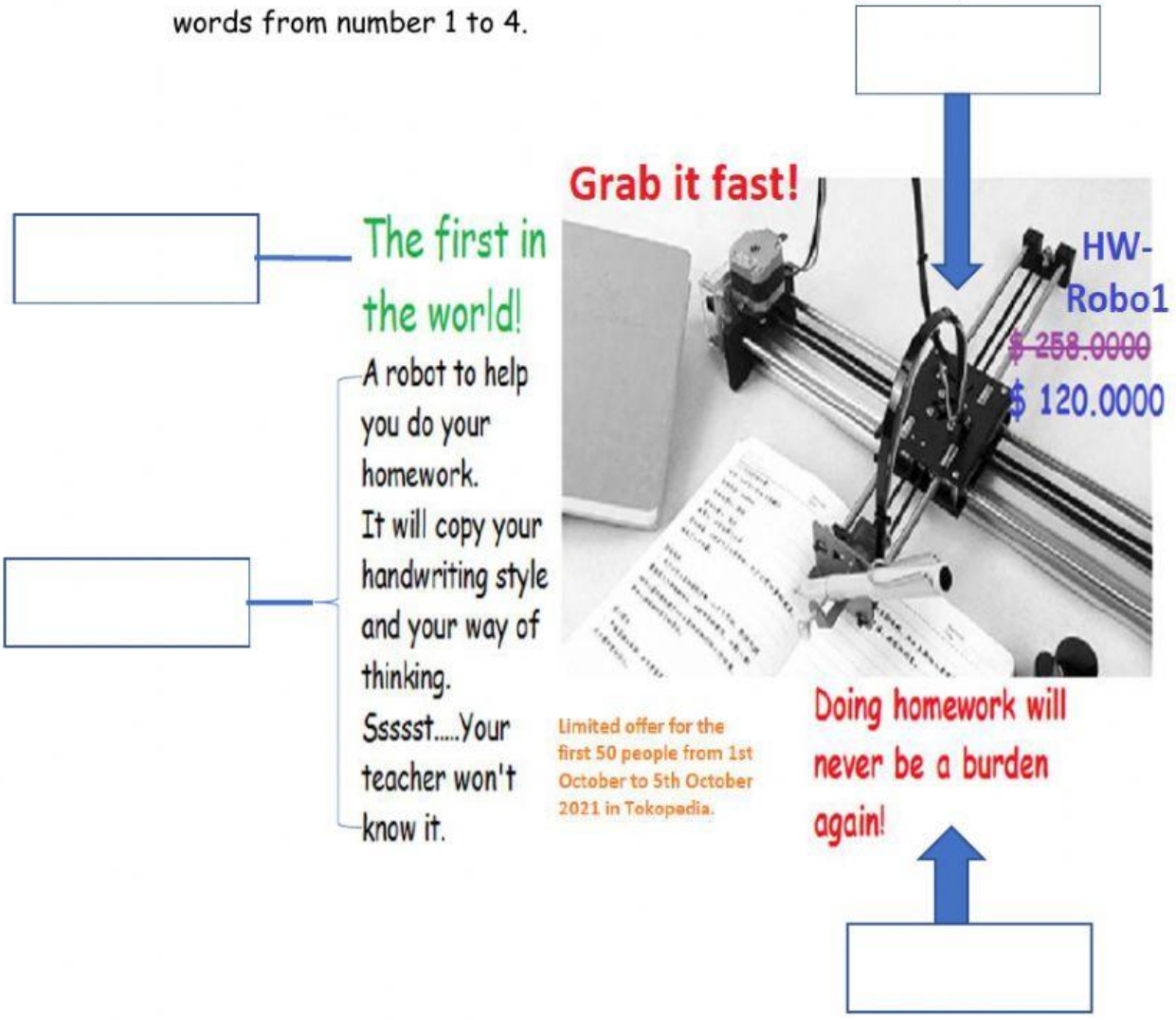
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Generic structures of an advertisement:

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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