

Generic structure of an advertisement:

A. Type the correct answer.

1. What is the social function of an advertisement?

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

The advertisement is a hand-drawn poster for 'Keopi Coffee'. At the top, the title 'Keopi Coffee' is written in large, colorful letters. Below the title is the slogan 'Wake up and smell the Keopi' with three wavy lines representing steam. In the center is a drawing of a red coffee mug with the Korean word '커피' (coffee) written on it. To the right of the mug, there is a testimonial: 'The NEW coffee that's flying off the shelves and making everyone ADDICTED! Have you tried it yet?'. At the bottom left, there is a list of 'SPECIAL ingredients' that 'Don't stunt growth, stain teeth, or raise heart and'. At the bottom right, there is a testimonial: '4 out of 5 Baristas recommend'. There are four empty rectangular boxes with blue arrows pointing to specific parts of the advertisement: one at the top center pointing to the title, one on the left side pointing to the slogan, one at the bottom left pointing to the 'SPECIAL ingredients' section, and one at the bottom center pointing to the '4 out of 5 Baristas' testimonial.

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

MARIA'S CLEANING SERVICES
APARTMENT • HOME • OFFICE

Services Offered

- Kitchen ✓ ONE TIME
- Bathrooms ✓ WEEKLY
- Offices ✓ BI-WEEKLY
- Dusting ✓ MONTHLY
- Mopping
- Vacuuming

We'll do all dirty work for you!

Coverage area 26Miles around Jakarta

CALL NOW! (415) 123-45-67

Maria Parker

Keopi Coffee

Wake up and smell the Keopi

The **NEW** Coffee that's flying off the shelves and making everyone **ADJECTIVE** have you tried it yet?

Keopi Coffee has **SPECIAL** ingredients that **Don't** stunt growth, stain teeth, or raise heart and

4 out of **5** Baristas recommend

1. Complete the table with the correct answer.

	Maria's cleaning services	Keopi Coffee
What is the headline?		
What information can you find in the body?		
Does it have any visualization?	Yes / No	Yes / No
What is the slogan?		

2. Do both advertisements have headline, body, visualisation and slogan? _____