

THE LANGUAGE OF ADVERTS

Read about the language used in the adverts. Which adverts these sentences describe?

1. Sentences start with **you** or **we** _____

2. The advert uses conversational expressions (**Hi there, get back to, fixing things**) _____

3. Some sentences and phrases end in an exclamation mark _____

4. Sentences start impersonal nouns like **job** and **duties** _____

5. Sentences use formal words like **candidates** and **volunteers**. _____

6. Passive verb forms are often use _____

According to the characteristics of adverts: classify them in *personal and friendly* or *impersonal and official*