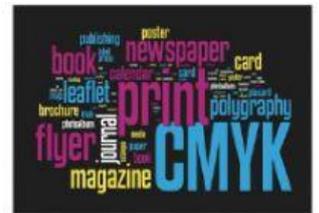


## HOW TO ANALYSE A PRINTED AD

1. Match each of the following words to its position on this ad:

- |                            |             |
|----------------------------|-------------|
| - THE PRODUCT              | - THE FOCUS |
| - THE BRAND NAME & SLOGAN  | - THE TEXT  |
| - THE PICTURE/ THE SETTING | - THE PRICE |



2. Complete with the correct words – DESCRIBING THE AD POSTER

HAMBURGER- TARGET – TASTE – ATTRACT - BRAND - METAPHOR –PRODUCT –PRICE – COMPARATIVE – SIZE

Ex: This ad is about a \_\_\_\_\_ The \_\_\_\_\_ name is Burger King. The picture, which is at the top of the page, shows a woman opening her mouth to eat the \_\_\_\_\_ The focus is on the \_\_\_\_\_ of the product compared to the mouth. The phrase "It'll blow your mind" used is a \_\_\_\_\_ that exaggerates to \_\_\_\_\_ the consumers. The product is also shown at the bottom of the page again with detailed text to focus on the \_\_\_\_\_ and quality The \_\_\_\_\_ group or audience the mass market. Also the language used is a \_\_\_\_\_ (incher) and descriptive adjectives (juicy, flame-grilled, crispy). The \_\_\_\_\_ is also shown on the ad