

ENGLISH FOR MINOR PROGRAM OF GRADE 11

BROCHURE, LEAFLET, BANNER, AND PAMPHLET



NAME :

CLASS :

STUDENT NUMBER :

2nd SENIOR HIGH SCHOOL SEMARANG

2021

BROCHURE, LEAFLET, BANNER, AND PAMPHLET

GOALS

3.7 Students will learn the social function, text structure, and linguistic features of brochure, leaflet, banner, and pamphlet.

Students will learn to ask and give information related to products, services, and events related to the context of situation.

A. BROCHURE

Drag and drop the words in the boxes to complete the definition

A **brochure** is a _____ or _____ book with _____ that gives you information about a _____ or service. A brochure is an informative paper document that can be folded into a template, pamphlet, or leaflet. A brochure can also be a set of related unfolded papers put into a pocket folder or packet.

thin

product

magazine

pictures



1. The above brochure gives _____ information for the readers.
2. Readers can usually find such brochure in _____ .

B. LEAFLET



Put a tick (✓) to the correct statements about leaflet.

1. A printed sheet of paper, sometimes folded, containing information or advertising and usually distributed free.
2. A leaflet is not a little book or a piece of paper containing information about a particular subject.
3. A leaflet is a single page, printed on one or both sides, usually used to circulate in large numbers.
4. A good leaflet will not tell its recipient exactly what is offered from the service and provide crucial information in a small space.

C. BANNER



Match the sentences below to their halves correctly.

| | |
|---|---|
| 1. a long strip of cloth bearing a slogan or design, hung | a. on a web page in the form of a bar, column, or box. |
| 2. a heading or advertisement appearing | b. French word "bannière" and late Latin bandum, a cloth out of which a flag is made. |
| 3. A banner can be a flag or other piece of cloth | c. the logo, name or nickname, motto and the team colours. |
| 4. Team banners typically contain | d. bearing a symbol, logo, slogan or other message. |
| 5. The word banner derives from | e. a public place or carried in a demonstration or procession. |

D. PAMPHLET



Fill in the blanks by choosing the correct words.

1. Pamphlets are used for

- a. non-commercial promotion
- b. commercial promotion
- c. advertisement only

2. Pamphlets ..., but are generally contain fewer pages and more words than images to inform the reader.

- a. can not have multiple pages
- b. can have multiple pages
- c. never have multiple pages

3. A pamphlet is...

- a. for sale
- b. a very thick book
- c. an unbound book

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