

Advertisement

SOCIAL FUNCTION

Read the advertisement text and answer these questions carefully!

The "Froeng" situated 100 yds. from the hotel



"Froeng" Exterior



"Froeng" Interiors



How to reach us

The bus from Bergen and from Voss (which is on the Bergen/Oslo Railway line) stops outside the hotel. The road from Bergen to Oslo through the beautiful Hardanger fjord district links up at Ulvik with the ferry to Brimnes. This journey takes 40 minutes by a new car ferry, which runs frequently. From Brimnes it is also possible to travel to Stavanger by road.

FOR FURTHER INFORMATION APPLY TO:

For distribution abroad
Printed in Norway by J. W. Eide & Sønner, 21118
Phone: Normat, Vikar

NORWAY

HARDANGER

ULVIK HOTEL
Kjetring & Kaut Vikar (Proprietors)

1 We can categorise the type of the advertisement in

- a) job advertisement.
- b) product advertisement.
- c) persuasive advertisement.
- d) informative advertisement.
- e) event advertisement.

2 In your opinion, the advertiser's intension in publishing the advertisement is to

- a) persuade the viewers to come to the night celebration in Norway.
- b) promote a products and services in Norway.
- c) inform or educate the viewer about Norway's hotel.
- d) entertain or amuse the viewer about the beauty of Norway.
- e) inform about particular event in Norway.

3 Kind of audience that the ad intended for is

- a) people who want to enjoy the Norway's beauty.
- b) people who want to find a part-time job in Norway.
- c) a specific group of people (e.g., business professionals, new married couples).
- d) the general public.
- e) environmentalist.

4 The message of the advertisement wants to convey about

- a) the product or service is high-quality and reliable.
- b) the product or service is accessible.
- c) the Norway's hotel is innovative and unique.
- d) the distance is essential and indispensable.
- e) the Norway's hotel is excellent and attractive.

5 The social context of the advertisement

- a) is set in a specific time period or historical context.
- b) reflects the values, beliefs, and norms of a particular culture.
- c) addresses a current social issue or problem.
- d) is simply a work of art with no specific social context.
- e) highlights the needs of rural people to enjoy the view during holiday.

Alhamdulillah. Thank You.