

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.

Keopi Coffee

Wake up and smell the Keopi

The **NEW** Coffee that's flying off the shelves and making everyone **ADDICTED** 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

커피

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



MARIA'S CLEANING SERVICES
APARTMENT • HOME • OFFICE

Services Offered

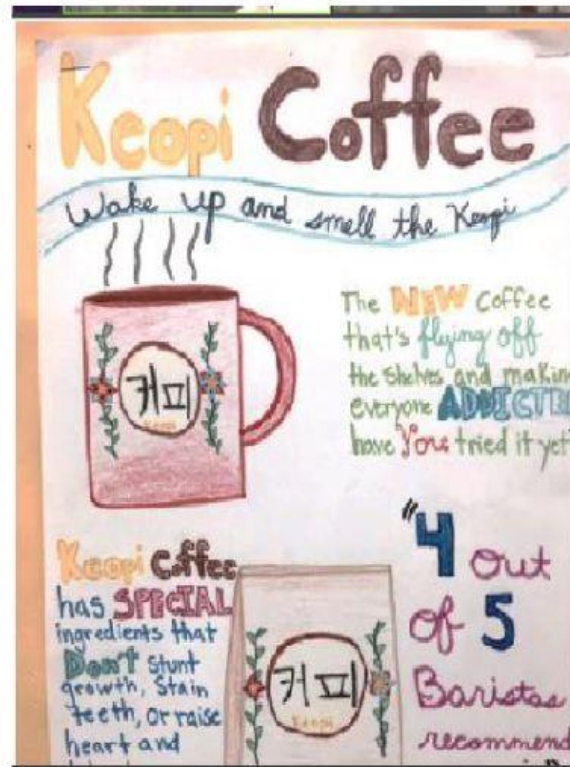
- Kitchen ✓ ONE TIME
- Bathrooms ✓ WEEKLY
- Offices ✓ BI-WEEKLY
- Dusting ✓ MONTHLY
- Mopping
- Vacuuming

We'll do all dirty work for you!

Coverage area 26 Miles 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? _____