

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 exclamations 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*