Name: _____ Date: _____ Group: _____

C2 4. Print Ads

Print advertising includes billboards, newspapers, catalogues, mailers, flyers and magazine ads. Do print ads influence you? Listen to a media expert explain how to analyze them.

1. What do you first notice in a print ad?

_____

_____

2. **Read** the words and their definitions. **Complete** the sentences with the correct words.

Vocabulary

Word	Definition
target audience	group of people who will buy a product or service
customer or buyer	person who buys a product or service
logo	symbol or image
brand name	recognizable label
idealize	romanticize, make look better than reality

a. The ad _____ students' lives. Everyone in it looks so happy.

b. Often the company uses a _____ for its products.

c. If the aim of an ad is to sell special running shoes to 14-year-old boys, the boys are the _____.

d. The client who purchases a product is a _____ or a _____.

e. This company's _____ represents a bird holding a pen.

3. **Examine** the ad on page 75. **Answer** these questions.

a. How do the images in the ad make you feel?

_____

b. What does the ad tell you about the product?

_____

c. Do you think that the ad shows reality? **Explain** your answer.

_____

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4. **Listen** to the expert's explanation of the concepts behind the ad. **Identify** the concept for each step.

Step 1: *brand name*

Step 2: *target audience*

Step 3: *image*

Step 4: *slogan and logo*

Step 5: *pitch line*

5. **Identify** the concepts in the ad.



1: _____

2: _____

3: _____

4: _____

5: _____

6: _____

Look for an Ad and identify the concepts in it.



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