

## 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.

---

CD 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.