

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

- The ad _____ students' lives. Everyone in it looks so happy.
- Often the company uses a _____ for its products.
- If the aim of an ad is to sell special running shoes to 14-year-old boys, the boys are the _____.
- The client who purchases a product is a _____ or a _____.
- This company's _____ represents a bird holding a pen.

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

- How do the images in the ad make you feel?

- What does the ad tell you about the product?

- 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.