

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?

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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.  
\_\_\_\_\_

- 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.