

Generic structure of an advertisement:

A. Match the words below to their meanings.

- | | |
|----------------------|---|
| 1. the headline, | a) a photo or drawing |
| 2. the body, | b) a short phrase that is easy to remember and represents the company
e.g. "Just do it" (Nike) |
| 3. the visualization | c) words that are in smaller letter that give more information about what is being advertised. |
| 4. the slogan | d) A word or short sentence that gives the main idea of the advert |

B. Look at this Homework Robot advertisement and label the parts with the words from number 1 to 4.

The first in the world!

A robot to help you do your homework.
It will copy your handwriting style and your way of thinking.
Sssst....Your teacher won't know it.

Grab it fast!

HW-Robo1
\$258.0000
\$120.0000

Limited offer for the first 50 people from 1st October to 5th October 2021 in Tokopedia.

Doing homework will never be a burden again!

C. Look at the ads below and answer the questions given correctly.

MARIA'S CLEANING SERVICES
APARTMENT • HOME • OFFICE

Services Offered

- Kitchen ✓ ONE TIME
- Bathrooms ✓ WEEKLY
- Offices ✓ BI-WEEKLY
- Dusting ✓ MONTHLY
- Mopping
- Vacuuming

We'll do all dirty work for you!

Coverage area 25Miles around Jakarta

CALL NOW! (415) 123-45-67

Maria Parker

Keopi Coffee

Wake up and smell the Keopi

The **NEW** Coffee that's flying off the shelves and making everyone **ADDICTED** have you tried it yet?

Keopi Coffee has **SPECIAL** ingredients that **Don't** stunt growth, stain teeth, or raise heart and

4 out of **5** Baristas recommend

1. What do both selections offer?
 - a. a service
 - b. a beverage product
 - c. a service and a beverage product

2. Put a tick (✓) or cross (✗) about the generic structure of both advertisements above!

	Maria's cleaning services	Keopi Coffee
It has a headline.		
It has a body.		
It has a visualization.		
It has a slogan.		