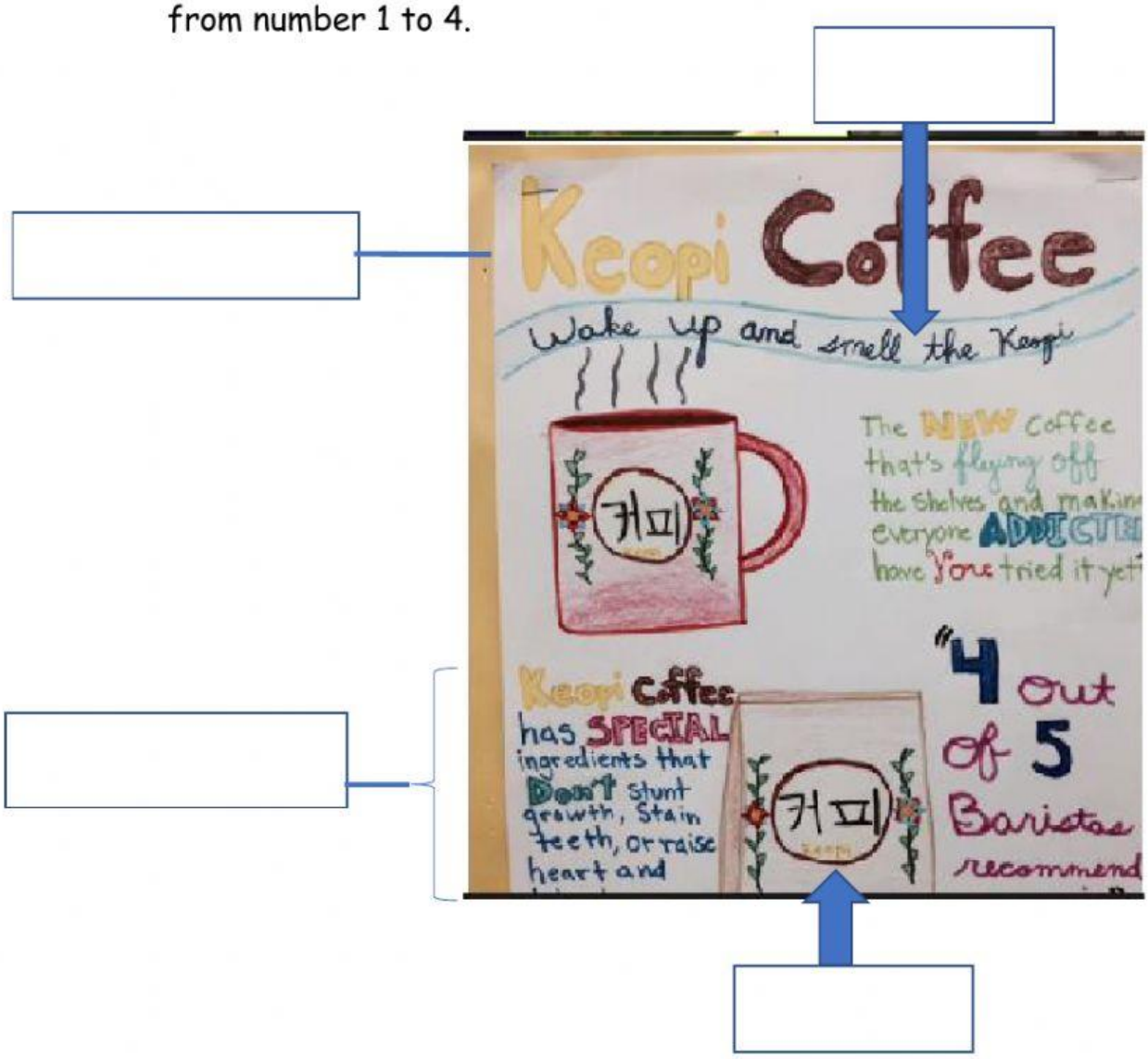
Generic structure of an advertisement:

A. Type the correct answer.

1. What is the social function of an advertisement?

_____

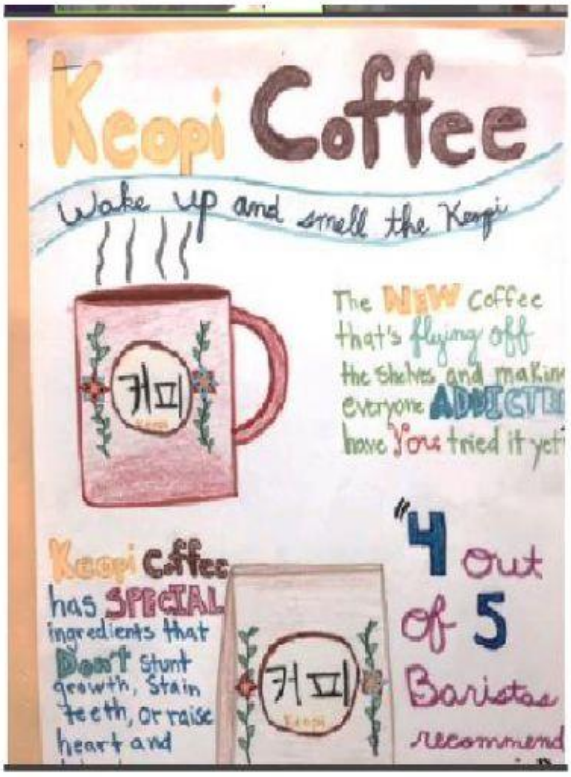
B. Look at this advertisement and label the parts with the words from number 1 to 4.



LIVEWORKSHEETS

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





1. Complete the table with the correct answer.

	Maria's cleaning services	Keopi Coffee
What is the headline?		
What information can you find in the body?		
Does it have any visualization?	Yes / No	Yes / No
What is the slogan?		

2. Do both advertisements have headline, body, visualisation and slogan? _____

LIVEWORKSHEETS