

HOW TO ANALYSE A PRINTED AD

1. Match each of the following words to its position on this ad:

- | | |
|----------------------------|-------------|
| - THE PRODUCT | - THE FOCUS |
| - THE BRAND NAME & SLOGAN | - THE TEXT |
| - THE PICTURE/ THE SETTING | - THE PRICE |



2. Complete with the correct words – DESCRIBING THE AD POSTER

HAMBURGER- TARGET – TASTE – ATTRACT - BRAND - METAPHOR –PRODUCT –PRICE – COMPARATIVE – SIZE

Ex: This ad is about a _____. The _____ name is Burger King. The picture, which is at the top of the page, shows a woman opening her mouth to eat the _____. The focus is on the _____ of the product compared to the mouth. The phrase "It'll blow your mind" used is a _____ that exaggerates to _____ the consumers. The product is also shown at the bottom of the page again with detailed text to focus on the _____ and quality. The _____ group or audience the mass market. Also the language used is a _____ (incher) and descriptive adjectives (juicy, flame-grilled, crispy). The _____ is also shown on the ad