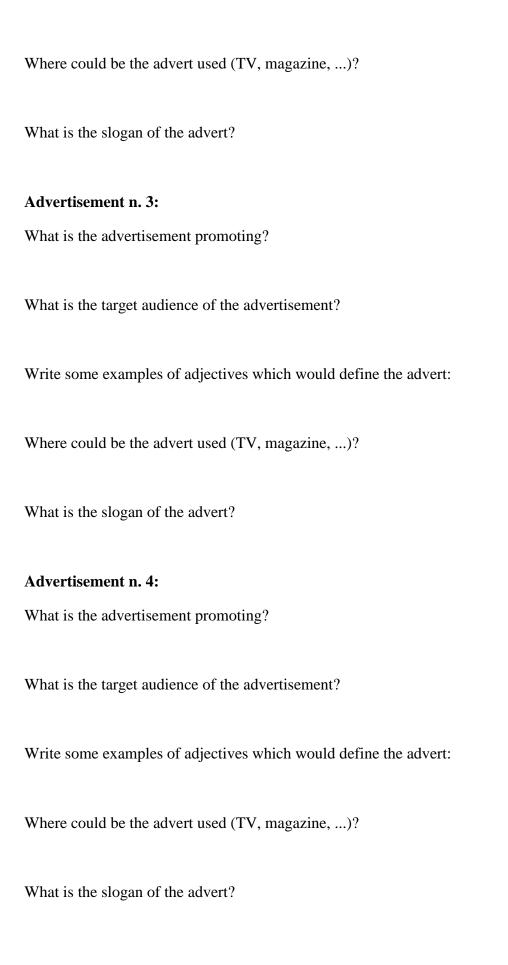
STUDENT'S WORKSHEET

ADVERTISEMENT

1.) Find definitions for the given words. Use dictionaries.

flyer
target audience
banner ad
billboard
brand
consumer
Consumer
logo
logo
pop-up ad

slogan	
to promote	
to purchase	
2.) Watch and list	ten. Take notes and try to answer the questions.
Advertisement n. 1:	
What is the advertisem	ent promoting?
What is the target audio	ence of the advertisement?
Write some examples of	of adjectives which would define the advert:
Where could be the adv	vert used (TV, magazine,)?
What is the slogan of the	he advert?
Advertisement n. 2:	
What is the advertisem	ent promoting?
What is the target audio	ence of the advertisement?
Write some examples of	of adjectives which would define the advert:



Advertisement n. 5:
What is the advertisement promoting?
What is the target audience of the advertisement?
Write some examples of adjectives which would define the advert:
Where could be the advert used (TV, magazine,)?
What is the slogan of the advert?
Advertisement n. 6:
What is the advertisement promoting?
What is the target audience of the advertisement?
Write some examples of adjectives which would define the advert:
Where could be the advert used (TV, magazine,)?
What is the slogan of the advert?