

STUDENT'S WORKSHEET

ADVERTISEMENT

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

flyer

.....
.....
.....

target audience

.....
.....
.....

banner ad

.....
.....
.....

billboard

.....
.....
.....

brand

.....
.....
.....

consumer

.....
.....
.....

logo

.....
.....
.....

pop-up ad

.....
.....
.....

slogan

.....
.....
.....

to promote

.....
.....
.....

to purchase

.....
.....
.....

2.) Watch and listen. Take notes and try to answer the questions.

Advertisement n. 1:

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. 2:

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. 3:

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. 4:

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. 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?