

ADVERTISING WORKSHEET 1: GRADE 8

Study each of the cartoons below and answer the questions that follow.

Question 1

TEXT A



- 1.1 How does the reader know which business is being advertised? Identify three clues. (3)
- 1.2 Explain how the visual component matches the description, "big mac extra value meal." (2)
- 1.3 Explain how the caption, "you SO want one" persuades the reader to buy the product. (2)
- 1.4 What product or business will also benefit from this advertisement? Explain your answer. (2)

Question 2

TEXT B



- 1.1 What is the aim of this advertisement, besides advertising the Nike brand? (1)
- 1.2 "Just do it" is the well-known Nike slogan.
How does the text in this advertisement match the slogan? (2)

Question 3

TEXT C



1. The above symbol is called a copyright. If a reader sees this symbol on an advertisement, what law does it represent? (2)