

# UNIT 16 Advertisements

## Think ahead

What is your favourite advertisement? Why?

We see advertisements every day. Most of them are trying to sell us something. Look at some of the ways advertisers try to persuade us to buy their product.

## RACING ROCKETS

The SENSATIONAL new video game

★ Great graphics

★ Fantastic fun

★ Amazing action

Find it! View it!

Don't hang around.

Get it and do it!

**Hurry! Hurry! • They're going fast!**



## Thinking back

### Write answers to these questions.

- 1 What is the purpose of advertisements?
- 2 What is this advertisement trying to sell?
- 3 How does the advertisement describe the graphics?
- 4 What is the jingle (the rhyme) that the advertisement uses?
- 5 Why is the person telling you to hurry to get the game?

## Thinking about it

- 1 What do you think of the name of the game? Why?
- 2 How can you tell the game has just come out?
- 3 What does 'sensational' mean?
- 4 List some of the claims the advertiser makes about their product. Do you think they are true?
- 5 In what way do you think the picture might help persuade you to buy the game?

## Thinking it through

- 1 Why do you think the advertisers
  - a) use capital letters in places?
  - b) make some words bigger than others?
  - c) use colour in the way they do?
- 2 Do the advertisers use long sentences to tell you about Racing Rockets? Why not?
- 3 Why do you think a jingle is used?
- 4 How successful is this advert? Say what you like, or don't like about it.