

ADVERTISING WORKSHEET 2:
GRADE 8

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

Question 1

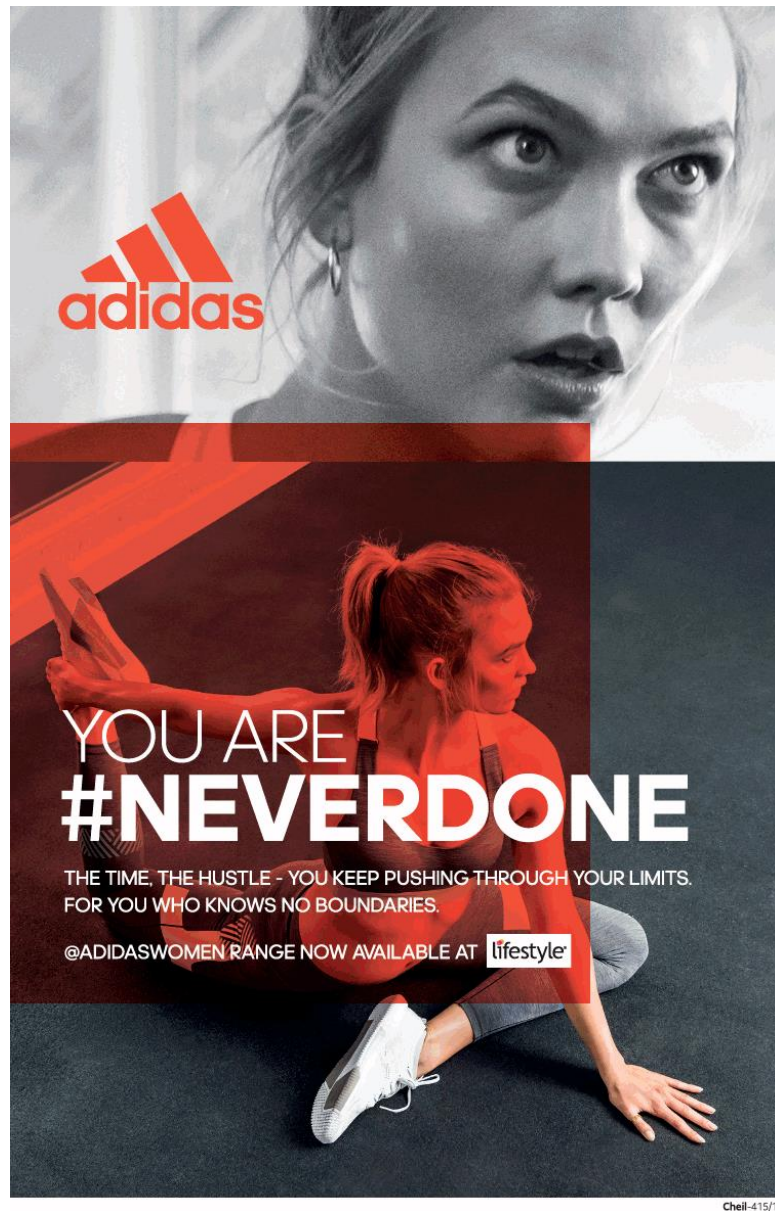
TEXT A



- 1.1 Explain the pun used in this billboard advertisement. (3)
- 1.2 Identify two ways in which potential customers can find more information. (2)

Question 2

TEXT B



- 1.1 Identify the target market for this advertisement. (1)
- 1.2 Refer to the text.
 - 1.2.1 What popular trend has this advertisement made use of? (1)
 - 1.2.2 What information does this provide for the reader? (2)

Question 3

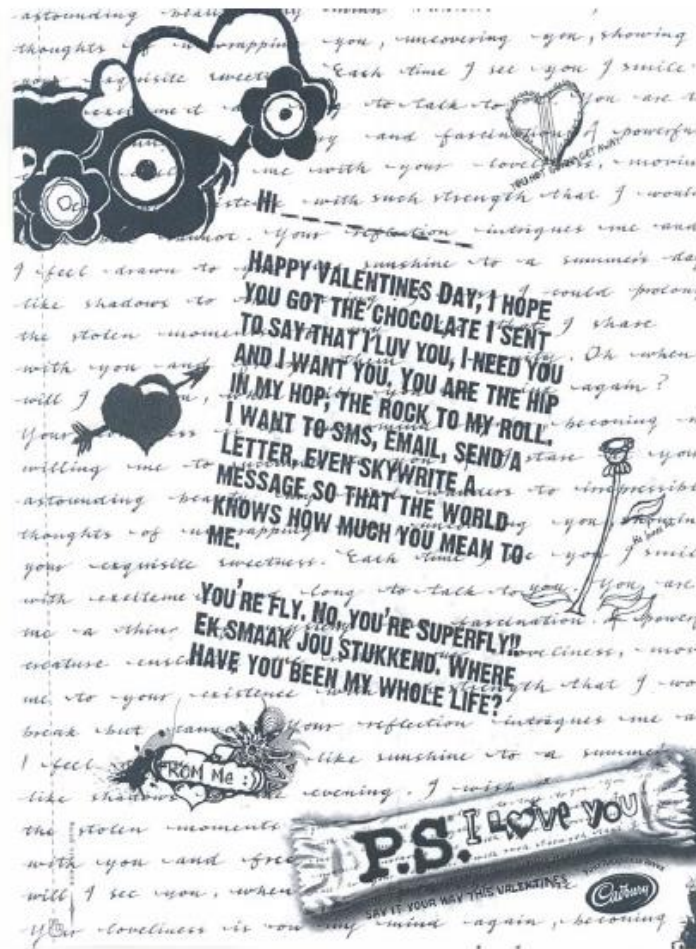
TEXT C



- 1.1 What products are most likely being advertised?
Explain how you know this. (2)
- 1.2 What information provided in this advertisement do you think is the most important? Explain your answer. (2)

Question 4

TEXT D



- 1.1 Identify the target market for this advertisement. (1)
- 1.2 Why has the text been written with slang and informal language? (2)
- 1.3 Explain the purpose of the visual aids. (3)
- 1.4 What is being advertised? (1)
- 1.6 The advertisement has been designed to look like a love letter. Why is this appropriate for the product being advertised? (2)